KETTERA | CASE STUDY

SPROTT MENTORSHIP COMMUNITY

MENTOR CONNECT

2022

KETTERA

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MENTOR CONNECT

AT A GLANCE

Organization Type
University / Institution

Community Name
Sprott Mentorship Community

Community Description
The Sprott Mentorship Community offers multiple mentorship programs for alumni and students to connect and share expertise, insights, and experiences.

Community Details
- Five Mentorship Programs
- Scale to 1000+ Users
- Mentors Shared Across Programs
- Two Program Admins
- Launch Date: March 7th, 2022

Carleton University | Sprott School of Business

Sprott Mentorship

Organization
Sprott Business School @ Carleton University

By transforming our mentorship programs into a digital Mentorship Community we are improving the student experience, maximizing mentorship outcomes, growing our network of contributors and creating unquestionable value for all our program participants.

Not to mention, it freed me from constant administrative tasks to spend more time on developing the programs our students need.

Stephiane L.
Sprott Business School

BENEFITS

Benefits One
Consistent, high-quality Mentor | Mentee matches and intuitive mentorship tools, that result in long-term connections, meaningful relationships, and individual growth and development.

Benefits Two
Increased program participation, with decreased participant drop-off and turnover.

Benefits Three
Streamlined program deployment and program management with 5 programs simultaneously active, and plans to add more.

Benefits Four
Valuable data-driven insights and metrics that are used to consistently improve the mentorship programs, and to inform on decision-making across the organization.

ORGANIZATION CHALLENGES

- **Manual Program Management**
  - Prior to adopting the Mentor Connect solution, Sprott was manually managing their mentorship programs, using classic tools like excel and a CRM. This resulted in widespread inefficiencies and made implementing and deploying the programs at scale ineffective.
  - There was a significant administrative time requirement associated with each program development, deployment, and ongoing management.

- **Attracting, Managing, and Engaging Mentors & Mentees**
  - Attracting, managing, and engaging Mentors and Mentees was challenging because the process for onboarding and interacting with them was cumbersome and time intensive.
  - And despite the time requirement, the program Admins were left with gaps in their knowledge of the Mentors and Mentees (profiles), making it challenging to identify the right individuals to connect them with.

- **Manual Mentor Matching**
  - Most mentorship connections were manually made by administrators.
  - Those that weren't required student participants to independently identify and contact prospective faculty and alumni Mentors, with very little insights into who they are, the value they could deliver, and subsequently their 'fit' as a Mentor.

- **No Connection Tools or Solutions**
  - Sprott had limited mechanisms and tools for aiding their mentorship connections in having productive, outcome-driven interactions.
  - As a result, most connections did not result in long-term Mentor | Mentee relationships, and the outcomes from the connections were not consistent.

- **No Data, Analytics, or Metrics**
  - There was no mechanism for collecting, tracking, and analyzing individual, program, and community data.
  - Leaving the program Admins without analytics, metrics, and insights that could inform further program development, program improvements, and program engagement.

- **No Sense of Community or Community Engagement**
  - Despite offering multiple mentorship programs, with a large group of participating Mentors and Mentees, there was no mechanism for engaging the entire community of participants and contributors.
  - No opportunity to engage and connect with students, clients, contributors, and supporters.

WHAT WE DID

The Kettera team collaborated with the Sprott Business School to build a completely customized mentorship community.

- **Seek to Understand**
  - We worked together with the Mentorship Program Administrators to gain a deep understanding of:
    - the programs offered
    - the participants of each program
    - the types of members in the mentorship community and how they should engage, connect, and interact
    - the desired outcomes of the different mentorship programs
    - the specific processes and systems already in use that should be designed into the solution
    - the reports and dashboards – with related metrics, insights, and analytics - that would provide real-time and ongoing value for the client
    - additional tools that should be provided to maximize the value of the community to its' users and the client

- **Every Detail Matters**
  - We built an initial mock-up of the proposed solution and worked collaboratively to refine the product design.

  - With a finalized design we then moved to development, where we built what is today called the Sprott Mentorship Community.

- **Customized to Your Specifications**
  - The customized community solution includes a plethora of features that drive engagement, connection, interaction, and growth.

  - The Community, which is currently spread across 5 different programs is engaged collectively, and the program Admins are using tools embedded in enhancing diversity, equity, and inclusion, like the 'spotlight' tool to create ongoing value for all community members.

  - For the program admins the solution has dramatically increased the efficiency and effectiveness of program design, development, deployment, and day-to-day management.

KEY FEATURES BY AUDIENCE: PROGRAM ADMINS

- **One Community. All Programs. All People.**
  - Brought together all the Sprott Business School mentorship programs, Participants (student & alumni), Contributors (alumni & community), and Admin (faculty & administrators), in a single 'community' environment.
  - The community members page makes it easy to:
    - view all active and inactive program participants
    - view profiles of all participants
    - one-click move participants from "active" to "inactive"
    - view all current and historical connections of each participant
    - view Mentors posted availability and auto-prompt when new availability should be added

- **Community Engagement Realized.**
  - Added multiple "engagement tools" for the Admin to bring the collective Mentorship Community together
  - Messages, Events, Community Spotlight, Community Calendar

- **Streamlined Program Development**
  - Provided an easy step-by-step process for building new mentorship programs
  - Every program feature was designed to replicate and streamline the Sprott Teams existing processes.
    - Limiting training requirements
    - Optimizing outcomes
    - Minimizing disruption to existing operations
  - The program build process involves a series of "yes / no" questions that trigger the inclusion of each program element.
    - Each element can be further customized with names, badges, and colors.
  - Program Admins can "replicate" existing programs with a single click
  - Program Admins are given the ability to implement Mentor and Mentee controls that limit the number of connections, time commitment required, number of meetings, etc.
  - The "content" in program emails and communications (ie. program acceptance, mentor requests) is controlled by the Program Admin.

- **Match. Search. Connect.**
  - Facilitates the connection of participants to contributors through matching and search functionality. This can be performed by the Program Admin or the Participants.
  - A plethora of 'connect tools' that the Program Admin can choose to deploy on a program-by-program basis. The available connect tools include discussion / messaging, goal setting, question management, agenda builder, ground rules, tasks, document share, feedback, & scheduling.

KEY FEATURES BY AUDIENCE: PARTICIPANTS [MENTEES]

- Find & Apply
  - Is the singular place for participants to find and apply to Sprott's multitude of mentorship opportunities.

- Match. Search. Fit.
  - With a single-click of the "mentor.match" button, the Participant is instantly shown their top 5 available Mentors.
    - They can then view the details of the mentor fit, including things like the alignment and balance of their objectives, character attributes, industry, occupation, work experience, education experience, and even hobbies and interests
    - They can view the prospective Mentors profile.
    - They can either request to connect (if enabled), or skip the request and select a time to meet (if enabled)

- Connect.
  - Manages the Participants active connections, and provides them tools to drive interaction and individual growth

- Organize.
  - Provides organization tools, including an embedded calendar, event tracking, upcoming meeting displays, tracking their Mentor Count, and the ability to opt-in to notifications.

- Interact.
  - Interaction with the Program Admin, through document sharing, task assignments, messaging, and discussion boards.

KEY FEATURES BY AUDIENCE: CONTRIBUTORS [MENTORS]

- Is the singular place for contributors to manage all their Mentees, across multiple mentorship programs (if applicable). Including access to all of the activated 'mentor connect" tools, intentionally designed to optimize mentorship connection outcomes.

- Receive and accept Mentor Requests (if enabled)

- Manage availability, and sync with calendars

- Track total Mentee Acquisition, and set limit restrictions

- Manage their profile

KEY FEATURES BY AUDIENCE: COMMUNITY

- Community Engagement.
  - Multiple community engagement tools were deployed, including community events, community messaging, a community forum, community blog, and community calendar.

- Diversity. Equity. Inclusion.
  - Tools intended to increase diversity, equity, and inclusion were also added, including the Community Spotlight, and myStory features.

    - The Community Spotlight tool is designed to highlight the individuals who positively impact the entire community. It draws attention to their community involvement, community impact, and their story of how they came to the community. This tool does a great job of breaking down the barriers to understanding.

    - The myStory feature enables each individual community member to share their unique story. How did they come to the community? What did they do before? What drives and motivates them? There is no wrong answer. The intent is for everyone to take control of their narrative and share with their peers what they are all about.

KEY FEATURES BY AUDIENCE: DATA & ANALYTICS

- Kettera worked with the Sprott Mentorship Team to gain a deep understanding of the specific metrics, analytics, and insights that would create ongoing value for the Administration Team.

- After understanding what they wanted to know we then designed the community to collect the specific individual, program, and community data, that would inform on the desired outcome.

- Once the system was setup to collect the required data, we then integrated customized algorithms, AI, and ML, to power real-time dashboards and fill the requested reporting.

- The data collected and analyzed provides insights specific to the individuals, programs, and community; including, outlining opportunities to improve program design and delivery.

- The data collected also provides value beyond the scope of the community. As an example, the data collected from prospective MBA students, as they sign-up to talk to current MBA students, is synthesized to provide insights into marketing, promotion, and sales strategies for attracting new students to the program.
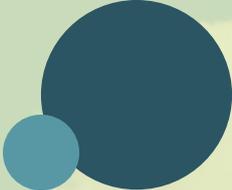
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Contact Kettera today to learn more, view a live demo, or start designing your interactive mentorship community.
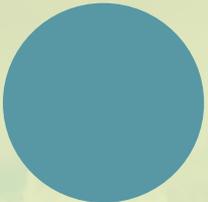
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DEMO LINK mentor.connect

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