

Introducing eMENTORING



**Taking Mentorship
to the Next Level**



OVERVIEW

MENTORING IS

is a brain
TO PICK

an ear
TO LISTEN

and a push
IN THE RIGHT
DIRECTION.

.....
JOHN C. CROSBY

Mentoring has proven itself to be one of the most valuable and effective development opportunities available in any environment—academic, professional, and even personal.

However, mentoring has challenges which limit its scalability and reach.

This eBook discusses the benefits and limitations of face-to-face mentoring and how the confluence of mentoring and technology (eMentoring) overcomes many of these challenges to enable mentoring at a dramatically larger scale and with a far greater reach.

LESSON 1

THE VALUE OF MENTORING

- **Why does mentoring matter?**
- **How does mentoring help students?**
- **Why don't more people mentor?**



WHY MENTORING MATTERS



Having the guidance, encouragement, and support of a trusted and experienced mentor can provide a broad range of benefits, which ultimately lead to improved performance. The advantages of mentoring extend to all involved in the program, including the host organization.

✓ Advantages to Mentee

- Access to trusted advice
- Guidance in solving problems from someone more experienced
- Improve self-confidence and related skills
- Receive encouragement

✓ Advantages to Mentors

- Share experience and knowledge
- Improve interpersonal and leadership skills: listening, coaching, communication
- Experience personal satisfaction
- Reinforce your own skills and knowledge of your subject

✓ Advantages to Host

- Improves the host community
- Enhances individual performance
- Encourages commitment to the organization
- Improves communication

Source: The Durham University 2009 Mentor Survey



Mentoring leaves a positive imprint on youth's lives. Young people with mentors have better attitudes about school, enhanced self-esteem, improved relationships, and are less likely to drop out of school."

.....
*Luci Unferth,
a fifth-grade teacher*

Source: "How eMentoring Led My Fifth Graders to Read Regularly" <https://blogs.volunteermatch.org/engagingvolunteers/2018/01/29/how-ementoring-led-my-fifth-graders-to-read-regularly/>

A MENTOR IS
SOMEONE WHO
ALLOWS YOU
to see the
hope
INSIDE
YOURSELF.

.....
OPRAH WINFREY



**Mentoring Students
has Proven
Results**

**Increased high school
graduation rates**

Enhanced attitude about school

Improved behavior

Better school attendance

**Stronger relationships with
parents, teachers, and peers**

**Enhanced self-esteem
& confidence**

Better interpersonal skills

Higher college enrollment rates

**Decreased high-school
dropout rates**

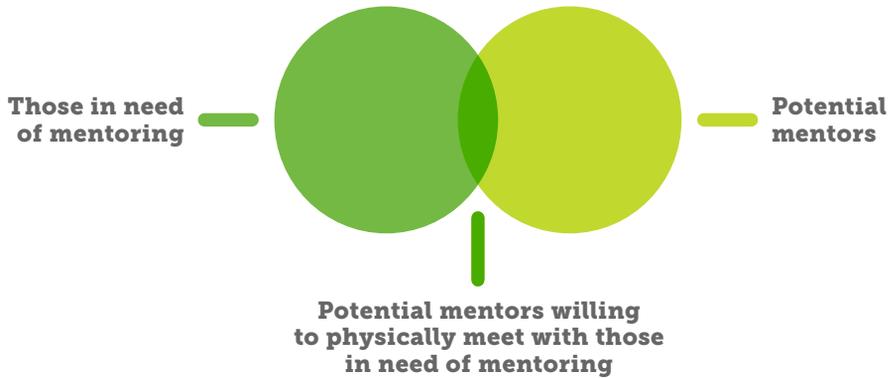
**Less likelihood of using
drugs and alcohol**

**Diminished
violent behavior**

Source: Youth.gov

MENTORING CHALLENGES

The challenge of mentoring can be represented by the analogy below:



Furthermore, there is a large group of people who need mentoring, a smaller group of people willing to mentor, and an even smaller overlap when you factor in:



COST



TIME



TRAVEL



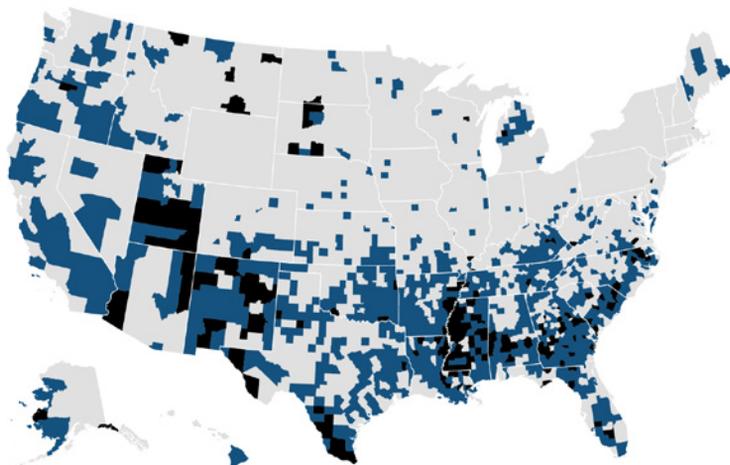
COORDINATION



SAFETY

The challenge is underscored when we consider how geographically widespread are the highest percentages of U.S. public school students from low-income families:

Areas where **80% to 100%** of public school students come from low-income families.



Source: Urban Institute, "A Closer Look at Income and Race Concentration in Public Schools."

LESSON 2

THE SOLUTION: eMENTORING

- **What is eMentoring?**
- **How does eMentoring work?**
- **What are common misconceptions and FAQs about eMentoring?**



eMentoring is a method of mentoring that is not based on physical location or face-to-face interactions. Interactions are conducted through an online platform.

This eliminates many of the challenges that make traditional mentoring inefficient and *dramatically increases the number of people who are willing and able to be a mentor.*

It is a way to exchange valuable knowledge and skills, despite the distance, place, and time barriers.



3 Big Benefits of eMentoring:

✓ **Convenient**

Designed to be incorporated into a busy schedule, eMentoring is meant to complement the many responsibilities today's busy mentors take on.

✓ **Casual**

Participants enjoy a relaxed, pressure-free environment to thoughtfully prepare questions, construct replies, and to think and process new information.

✓ **Connected**

Because it is not limited to place and time, eMentoring can join mentors and mentees across the world, giving participants access to varying viewpoints, expertise, and skill sets.

What Are Common Misconceptions and FAQs About eMentoring?

How can eMentoring be safe for the students and the eMentors?

The safety of students and eMentors is a top priority so a reputable eMentoring company will typically ensure a safe learning environment in the following ways:

- All communication should be moderated. No personally identifiable information (like last names or street addresses) should be exchanged.
- All eMentors should pass a background check to participate.
- The platform should be audited for COPPA and GDPR compliance.

Is eMentoring exclusive of face-to-face mentoring experiences?

When desired, eMentoring can be combined with face-to-face mentoring programs, allowing the relationships to extend beyond the synchronous face time.

How are parents involved?

A reputable eMentoring company functioning in a school or after-school environment will require parents to give permission or their children to participate.

How are eMentors trained?

Any reputable eMentoring program will require training prior to participation in the program that gives techniques and strategies related specifically to the subject matter and age-group of the students. In addition, strong eMentoring programs also provide in-platform support with just-in-time tips and resources as well as ongoing training opportunities to allow eMentors to strengthen their virtual mentoring skills.

How do eMentors know what to discuss with their mentees and when to communicate?

Thoughtfully designed eMentoring programs provide a series of structured activities to guide the eMentoring relationship as well as clear expectations for a cadence of communication.

Isn't this just more screen time in a world already filled with screen time?

The screen in this program is used purposefully as a portal to a human connection, that otherwise would be inaccessible to the child. Through technology, students are connected with their own eMentor, who can share their insights, life stories, curiosities, and encouragement. Oftentimes, the eMentors are supporting the face-to-face learning activities occurring in the classroom.

How are eMentors able to “speak” the young generation language?

What's more important than how eMentors speak in this program is how they listen. Every child craves connection with an adult that truly listens to their interests, their concerns and their opinions. eMentors are trained to be highly responsive to what students share, using their own authentic voice, and the result is that students respond in kind, resulting in a back-and-forth conversation that builds deep connections.

LESSON 3

SUCCESS OF eMENTORING: PROVEN RESULTS

- **Learn why literacy eMentoring is so important**
- **Get to know CricketTogether—a proven literacy eMentoring platform**
- **Hear from a CricketTogether eMentor**
- **Learn where to get more information**



Learn Why Literacy eMentoring Is So Important

Literacy is critical to economic development as well as individual and community well-being. But, the United States is facing a literacy crisis.



30 MILLION

adults in the United States cannot read or write.



1 in 4

children in America grow up without learning how to read.



Students who don't read proficiently by the 3rd grade are

4 TIMES

likelier to drop out of school.



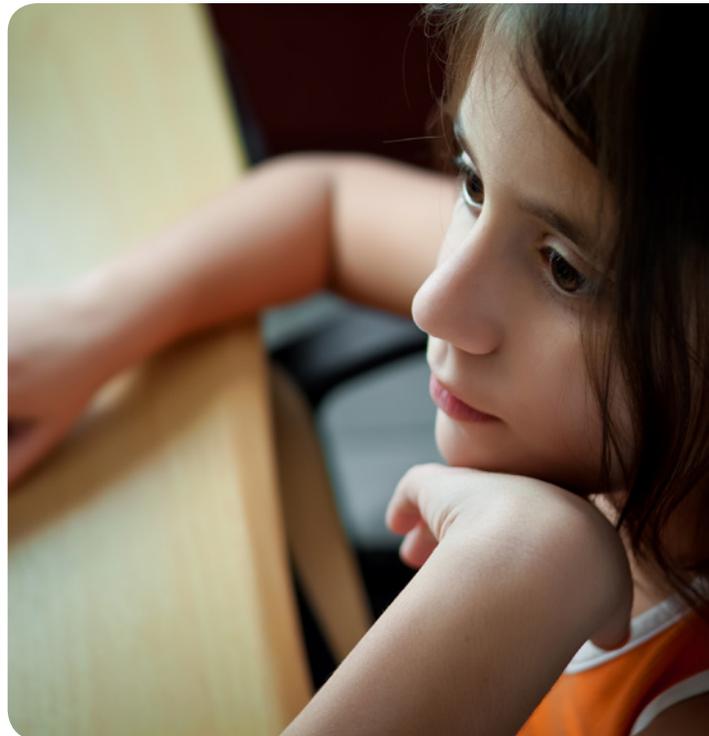
2/3

of students who cannot read proficiently by the end of 4th grade will end up in jail or on welfare.



ONLY 20%

of 8th graders read recreationally.



Multiple sources cited in dosomething.org



Put Students on the Path to Academic Success

CricketTogether is a safe, innovative eMentoring platform delivering a life-changing experience for children, employees and companies.

- **Excites kids** in under-resourced communities about learning
- **Empowers teachers** with compelling subject matter, powerful writing tools, and virtual access to supportive role models
- **Enables employee participation** from any location, at any time, in only 2-3 hours per month
- **Easy to administrate and use**, the platform does the work
- **Utilizes safe and secure online environments** for connecting eMentors and students

How CricketTogether Works



eMentor/Student
read Cricket articles
independently



Classroom
discusses the
article topic



eMentor/Student
exchange online
letters about the topic



INCREASED
ACADEMIC
ACHIEVEMENT





“ I was able to make a difference in the life of a child yet it took very little of my time and no time away from the office.”
.....
eMentor

“ It’s so fun to see the excitement in my students when they receive a letter from their mentors.”
.....
Teacher

“ I saw real growth in my student’s written communication.”
.....
eMentor

“ I saw several students who were quite and withdrawn truly get excited about something for the first time.”
.....
Teacher

From the time first time I connected with the student I was to eMentor, I was hooked. I was able to share my interest in sports, and also ask him to think about what he’d like to build if he were a carpenter. He gave me this exciting idea for a boat to rescue people stranded on an island. It was so heart-warming, yet showed how he was able to apply his dream to solving problems for others.

I read magazine articles that my student selected and discussed them in writing. It was both easy and fun to pick out what I found interesting, and then prod him with questions I knew would encourage creative thinking. Best of all, I looked forward to getting my eMail notice that “You have a letter waiting for you!”

He would always weave in a detail or two from one of my previous letters that let me know he wasn’t just doing an assignment; he was forging a friendship with me. Those are skills that he will take with him into the world that will serve him no matter where life takes him.
.....
Kevin M., eMentor

LEARN WHERE TO GET MORE INFORMATION

WE RISE
*by lifting
others.*

.....
ROBERT INGERSOLL



**Cricket
Together™**
connecting curious minds



CricketTogether.com



info@CricketTogether.com



703-885-3428



Watch CricketTogether in Action

<https://youtu.be/8rXum8RpLEM>

