

Cricket

Introducing eMENTORING



Expanding the Reach of Mentorship

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?

CAREER learn mentoring
success workshops practicing
training PROGRAM
MENTOR
MODEL seminars leadership skills
improvement COACH
GUIDING method
coaching learning
ROLE-MODEL ADVICE
one-on-one leader



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
- Improve academic performance
- 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
- Provides positive team-building experience
- 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” at blogs.volunteermatch.org.

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

.....
OPRAH WINFREY

Cricket



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

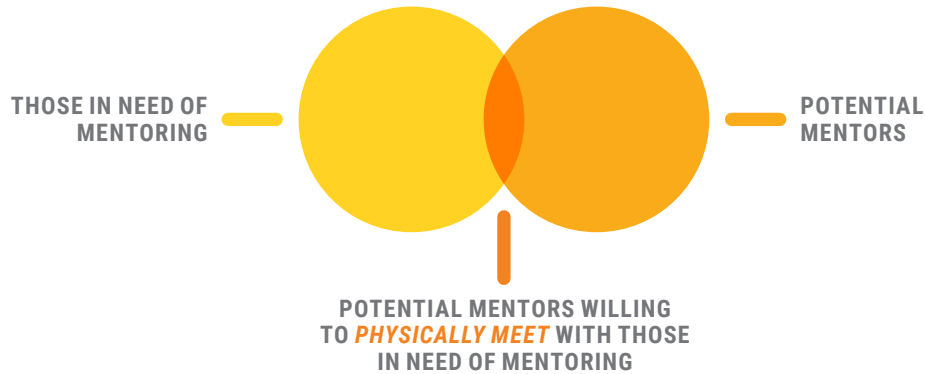
Decreased high-school
dropout rates

Less likelihood of using
drugs and alcohol

Diminished
violent behavior

Source: Youth.gov

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



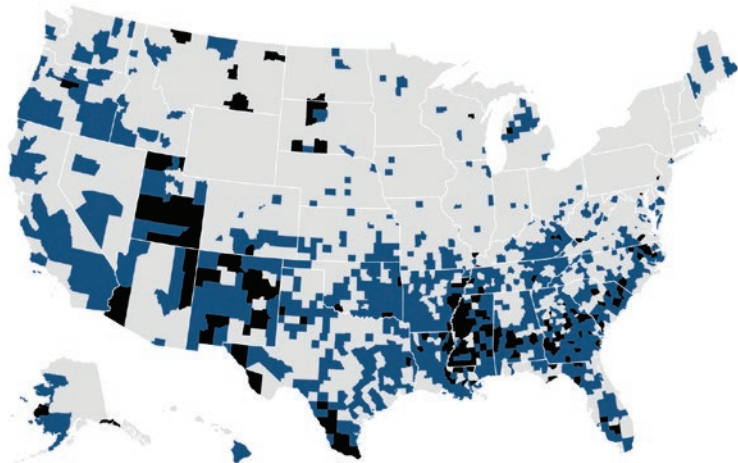
COORDINATION



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.

Source: www.mentorcloud.com

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 child privacy and safety (COPPA, GDPR)

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 for 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. Compelling, age-appropriate content fuels the written conversations, and makes learning enjoyable for both students and eMentors.

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 is how they listen. Every child craves connection with an adult who 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 and STEM eMentoring is so important
- Get to know the Cricket eMentoring platforms
- Hear from eMentors
- 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.**

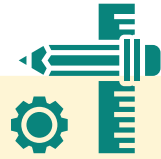


Source: dosomething.org

Learn Why STEM eMentoring Is So Important

STEM is the future.

80% of future U.S. professions will require STEM expertise.



But children—especially girls and minorities—are being left behind.

Women make up **50%** of the workforce, but **less than 25%** of STEM jobs.

African Americans and Hispanics make up **31%** of the workforce, but **less than 13%** of STEM jobs.

We must support and inspire our children in elementary school before they lose interest.



By 4th grade,
1/3 of students
will have lost interest in learning
about Science, Technology,
Engineering, and Math.



By 8th grade,
nearly 50%
have lost interest or deemed it
irrelevant to their education
or career plans.





Cricket offers two options—CricketTogether™ and in partnership with IEEE, TryEngineering Together.™

CricketTogether and TryEngineering Together are safe, virtual 1:1 eMentoring programs with the mission of connecting, supporting, and sustaining 1:1 eMentoring relationships that empower every child to unlock their full personal and academic potential.

Programs available for:

- educators looking for 1:1 mentoring support for students
- corporations looking to offer an impactful volunteer programs
- mentoring organizations looking for a safe, effective complement for in-person mentoring.



Provide academic and social-emotional support.



Build STEM skills and provide social-emotional support.





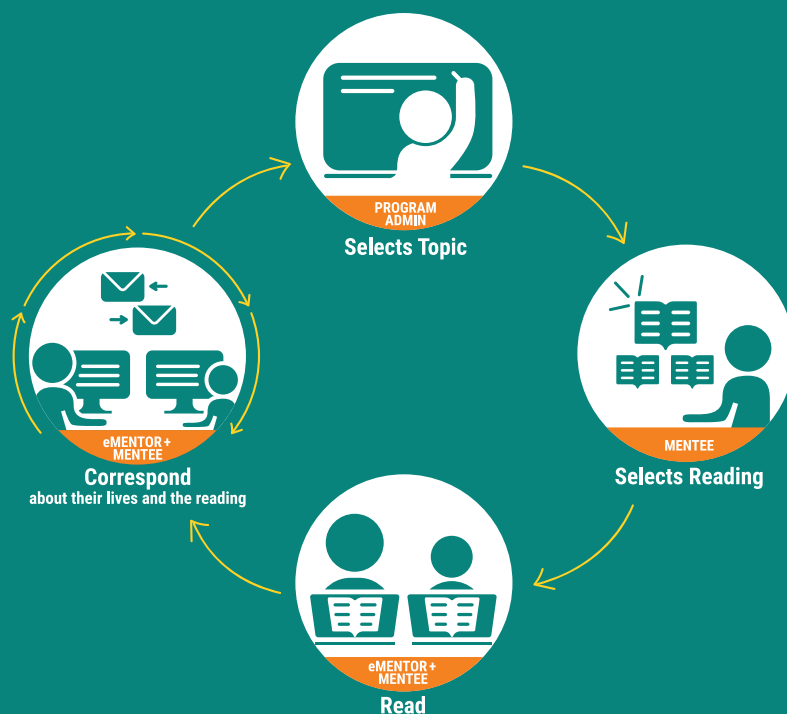
Put Students on the Path to Success

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
- **Provides kids access to library of high-quality stories and articles** from award-winning Cricket magazines
- **Empowers teacher/program coordinator** with compelling subject matter, powerful writing tools, and virtual access to supportive role models
- **Enables volunteer mentor participation** from any location, at any time, in less than 20 minutes a week
- **Utilizes safe and secure online environments** for connecting eMentors and students
- **Easy to administrate and use**, the platform does the work



How CricketTogether Works





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

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



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

.....

Teacher



Put Kids on the Path to STEM Careers

Co-created by IEEE, the world's largest technical professional organization advancing technology for humanity, and Cricket Media, Inc., this unique eMentorship platform gives companies a resource to mobilize their employees as volunteers to inspire and educate the next generation of engineers, scientists and technical professionals.

TRYENGINEERING TOGETHER HELPS STUDENTS:

- Develop increased **understanding of STEM** concepts and skills
- Gain basic **science foundational knowledge**
- Increase their **literacy and communication skills**
- **Build awareness** of and interest in pursuing a STEM career
- Helps students get access to a **library of high-quality STEM articles** from award-winning Cricket magazines
- Increase their **self-confidence and motivation** to realize their academic and personal potential

TRYENGINEERING TOGETHER EXCITES EMPLOYEES:

- **Enables employee participation** from any location, at any time, in only 2–3 hours per month
- Is **easy to administrate and use**, the platform does the work
- Requires **no** advanced degree
- Lets mentors **experience visible impact** through enjoyable STEM reading and correspondence



How TryEngineering Together Works



Students and
eMentors are
matched 1:1



Students and
eMentors read
STEM articles



Classroom
discusses articles and
hands-on activities



Students and eMentors
exchange letters about
experience



INCREASED
STEM
KNOWLEDGE



“The program provided the opportunity to make a difference in students' lives by encouraging them in STEM. Working with kids is both fun and rewarding!”
.....
eMentor

“Not only is the process easy, but the articles are interesting, and the activities are challenging and fun. I love getting pictures of the completed projects from the student I work with!”
.....
eMentor

“I have kids who didn't want to do anything but they want to do this.”
.....
5th Grade Teacher

“

We have a plethora of under-utilized expertise here. Our employees can provide real-life STEM experiences that could have a tremendous impact on students who don't have these sorts of resources. But the challenge has been getting our employees connected with the students who need them. The best part of TryEngineering Together is how convenient it is. We can effectively provide our valuable advice, lessons, and feedback from our desks at work, no matter where we—or the students—are located.

The TryEngineering platform makes it so easy for us to become involved. We're notified every step of the way, and provided with loads of support, guidance, and even prompts to get started.

.....
eMentor

“Few things are as rewarding on a personal level as helping kids learn. This is especially true when children are from disadvantaged backgrounds and have fewer educational resources available to them.”
.....
IEEE eMentor

About Cricket

Cricket® is a mission-based global education company known for creating high quality print and multimedia products for children, families, eMentors, teachers, and partners that improve learning opportunities for everyone. Led by its 9 award-winning publications for children and customizable research-tested collaborative learning/eMentoring platforms, CricketTogether, (crickettogether.com) and TryEngineering Together (tryengineeringtogether.com), the company is committed to making, building, and supporting innovative learning experiences with high-quality age-appropriate content.



LEARN WHERE TO GET MORE INFORMATION

CricketTogether

CricketTogether.com

info@CricketTogether.com

703-885-3428

Watch CricketTogether in Action

<https://youtu.be/8rXum8RplEM>

TryEngineering
TOGETHER
Powered by IEEE and In2Books®

TryEngineeringTogether.com

info@TryEngineeringTogether.com

703-885-3428

IEEE on TryEngineering Together

<https://youtu.be/Kf9FQFQYKI8>

WE RISE
*by lifting
others.*

ROBERT INGERSOLL

