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| **DESIGN WORKSHEET** |
| PROGRAM GOALS | The goals of our mentorship program include:  |
| PURPOSE STATEMENT | Our mentorship program’s purpose is to:  |
| STAKEHOLDERS | Our Mentees are:  | Our Mentors are:  | Our Program Administrator is: | Our Community Partners are:  | Our program Champion is: |
| STRUCTURE | [ ] One-on-OneMentoring | [ ] GroupMentoring | [ ] PeerMentoring | [ ] Hybrid Structure | [ ] InformalMentoring | [ ] E-mentoring |
| SCHEDULE | [ ] Open Time Frame | [ ] Set Time Frame | [ ] Programming Model |
| MATCHING  | [ ] Self Selection | [ ] Skill Matching | [ ] Subject Matter Expert(SME) Rotation | [ ] Random Matching |
| EXPERIENCE | [ ] Recruitment and Screening Plan | [ ] Expectation Handouts for Participants | [ ] Orientation and Training Plan | [ ] Resources for Participants | [ ] Recognition Eventor Plan |
| EVALUATION | To evaluate our program, we will measure (relate to your goals): | During the program, we will use these evaluation methods:  | After the program, we will use these evaluation methods: |

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| **MARKETING PLAN** |
| PURPOSE STATEMENT | **Our mentorship program’s purpose is to:** Support newcomers to Alberta in their job search for permanent employment in a field related to their international training and experience.  |
| TARGET AUDIENCES | **Who do you want to target your messages to?** * Mentors
* Mentees
* Employers

**Secondary Audiences:*** Settlement Organizations
* Public
 | **Describe these target audiences:** Our Mentors are: * Familiar with the Canadian workplace culture
* Fluent English speakers
* Moderately or well established in their career
* Trained and educated in their chosen field of work
* Looking for opportunities for professional development and networking

Our Mentees are: * Living in Canada less than 2 years
* Moderately fluent in English
* Aged 25-45
* Educated with some post secondary complete in their country of origin or Canada
* Looking for permanent employment in our community

Our employers are: * Dedicated to training and professional development for employees
* Interested in a diversified workforce
* Looking for new venues to hire employees
* Interested in creating long term relationships with their employees
* From community minded companies
 |
| KEY MESSAGES | **What are your key messages?*** Demonstrate the benefits of mentorship to the local economy.
* Show how mentorship increases networking and training opportunities for local employers.
* Mentoring as a proven way to build leadership and interpersonal skills
* Being a mentee as a way to improve your cultural competency and ease your transition to the Canadian workplace.
* Promote our monthly networking evenings.
 |
| MESSAGE DELIVERY | **Where will you reach your audiences?**Presentations: * Present 2/year at the Chamber of Commerce.
* Offer free Learn at Lunch presentations to business about mentorship related topics.
* Booth at the annual career fair

Media & Advertising: * Print and online ad in local newspaper for our semi-annual networking event.

Social Media: * Posting 2/week on our Facebook Page, LinkedIn, and Twitter

E-Newsletters & Blogs: * Share a blog 1/month via our email newsletter and blog on our website.

Create partnerships: * Local settlement organization to connect to newcomers who may be looking for work.
* Chamber of Commerce who is connecting us to local businesses.
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| **MARKETING PLAN** |
| PURPOSE STATEMENT | **Our mentorship program’s purpose is to:**  |
| TARGET AUDIENCES | **Who do you want to target your messages to?** **Secondary Audiences:** | **Describe these target audiences:**  |
| KEY MESSAGES | **What are your key messages?**  |
| MESSAGE DELIVERY | **Where will you reach your audiences?** |

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| **RECRUITMENT PLAN** |
| APPLICATION CRITERIA | **What are the criteria for your mentors?** * Eager to learn new skills
* Interested in helping newcomers
* Demonstrates good listening/communications skills
* Familiar with the Canadian workplace culture
* Fluent English speakers
* Moderately or well established in their career
* Trained and educated in their chosen field of work
* Looking for opportunities for professional development and networking
 | **What are the criteria for your mentees?** * Open to learning new ideas
* Ready to set and work towards goals
* Living in Canada less than 2 years
* Moderately fluent in English
* Aged 25-45
* Educated with some post secondary complete in their country of origin or Canada
* Looking for permanent employment in our community
 |
| LOCATE RECRUITS | **Where will you find your mentors?** * Presentations at the Chamber of Commerce
* Learn @ Lunch sessions at business
* Marketing via Social Media
* Monthly Networking Events
* Referrals from other participants
* Booth at the annual career fair
 | **Where will you find your mentees?** * Settlement organization referrals
* Presentations at newcomer informational sessions
* Marketing via Social Media
* Monthly Networking Events
* Referrals from other participants
* Booth at the annual career fair
 |
| SCREENING | **Screening process will include:** * Application
* Interview
* Reference Checks
* Criminal Record Check
 | **Screening process will include:** * Application
* Interview
* Reference Checks
* Criminal Record Check
 |
| PARTNERSHIPS | **Employers:** * Service industry
* Health & homecare services
 | **Government:** * Local municipality
 | **Not-for-Profits:*** Settlement organizations
 |
| KEY DATES | **Program Start Date:** 10th of January, April, & September**Program End Date:** 6 months after start date | **Application Deadline:** 1 month before start date**Deadline to notify applicants:** 1 week before start date**Orientation Date:** First Saturday after start date |
| GOALS | **Number of mentees needed:****Number of mentees needed:****Program completion rate:** **Percentage of mentees employed** (end of program): **Percentage of mentees employed** (6 months later):**Percentage of mentees employed** (1 year later): | **Goal**10/session10/session90%60%75%90% | **Actual (Year 1)**12/session10/session85%60%70%95% |

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| **RECRUITMENT PLAN** |
| APPLICATION CRITERIA | **What are the criteria for your mentors?**  | **What are the criteria for your mentees?**  |
| LOCATE RECRUITS | **Where will you find your mentors?**  | **Where will you find your mentees?**  |
| SCREENING | **Screening process will include:**  | **Screening process will include:**  |
| PARTNERSHIPS | **Employers:**  | **Government:**  | **Not-for-Profits:** |
| KEY DATES | **Program Start Date:** **Program End Date:**  | **Application Deadline:** **Deadline to notify applicants:** **Orientation Date:**  |
| GOALS |  | **Goal** | **Actual** |

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| SOCIAL MEDIA CALENDAR |
| **MONTH: JANUARY** |
|  | **MONDAY** | **TUESDAY** | **WEDNESDAY** | **THURSDAY** | **FRIDAY** | **SATURDAY** | **SUNDAY** |
| **Week 1** |  |  |  |  | 1 | 2 | 4 |
| **Week 2** | 4Linkedin Icon of Glyph style - Available in SVG, PNG, EPS, AI & Icon fonts Twitter iconA picture containing text  Description automatically generated | 5 | 6Linkedin Icon of Glyph style - Available in SVG, PNG, EPS, AI & Icon fonts Twitter iconA picture containing text  Description automatically generated | 7 | 8Linkedin Icon of Glyph style - Available in SVG, PNG, EPS, AI & Icon fonts Twitter iconIcon Website #370300 - Free Icons Library A picture containing text  Description automatically generated | 9 | 10 |
| **Week 3** | 11Linkedin Icon of Glyph style - Available in SVG, PNG, EPS, AI & Icon fonts Twitter iconIcon Website #370300 - Free Icons Library A picture containing text  Description automatically generated | 12 | 13Linkedin Icon of Glyph style - Available in SVG, PNG, EPS, AI & Icon fonts Twitter iconIcon Website #370300 - Free Icons Library A picture containing text  Description automatically generated | 14 | 15Linkedin Icon of Glyph style - Available in SVG, PNG, EPS, AI & Icon fonts Twitter iconA picture containing text  Description automatically generated | 16 | 17 |
| **Week 4** | 18Linkedin Icon of Glyph style - Available in SVG, PNG, EPS, AI & Icon fonts Twitter iconA picture containing text  Description automatically generated | 19 | 20Linkedin Icon of Glyph style - Available in SVG, PNG, EPS, AI & Icon fonts Twitter iconA picture containing text  Description automatically generated | 21 | 22Linkedin Icon of Glyph style - Available in SVG, PNG, EPS, AI & Icon fonts Twitter iconIcon Website #370300 - Free Icons Library A picture containing text  Description automatically generated | 23 | 24 |
| **Week 5** | 25Linkedin Icon of Glyph style - Available in SVG, PNG, EPS, AI & Icon fonts Twitter iconIcon Website #370300 - Free Icons Library A picture containing text  Description automatically generated | 26 | 27Linkedin Icon of Glyph style - Available in SVG, PNG, EPS, AI & Icon fonts Twitter iconA picture containing text  Description automatically generated | 28 | 29Linkedin Icon of Glyph style - Available in SVG, PNG, EPS, AI & Icon fonts Twitter iconA picture containing text  Description automatically generated | 30 | 31 |
| **Week 6** |  |  |  |  |  |  |  |

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|  | Did You Know: infographics, facts about mentoring |  | Blogs & Videos |
|  | Testimonials: quotes, stories, videos from participants |  | Promote Program Events |
| Linkedin Icon of Glyph style - Available in SVG, PNG, EPS, AI & Icon fonts | LinkedIn | A picture containing text  Description automatically generated | Facebook Page |
| Twitter icon | Twitter | Icon Website #370300 - Free Icons Library | Website |



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| SOCIAL MEDIA CALENDAR |
| **MONTH:**  |
|  | **MONDAY** | **TUESDAY** | **WEDNESDAY** | **THURSDAY** | **FRIDAY** | **SATURDAY** | **SUNDAY** |
| **Week 1** |  |  |  |  |  |  |  |
| **Week 2** |  |  |  |  |  |  |  |
| **Week 3** |  |  |  |  |  |  |  |
| **Week 4** |  |  |  |  |  |  |  |
| **Week 5** |  |  |  |  |  |  |  |
| **Week 6** |  |  |  |  |  |  |  |

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|  | Did You Know: infographics, facts about mentoring |  | Blogs & Videos |
|  | Testimonials: quotes, stories, videos from participants |  | Program Events |
| Linkedin Icon of Glyph style - Available in SVG, PNG, EPS, AI & Icon fonts | LinkedIn | A picture containing text  Description automatically generated | Facebook Page |
| Twitter icon | Twitter | Icon Website #370300 - Free Icons Library | Website |