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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-One Mentoring | Group Mentoring | | | Peer Mentoring | | Hybrid  Structure | | Informal Mentoring | | | 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 Event or 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/session  10/session  90%  60%  75%  90% | | **Actual (Year 1)**  12/session  10/session  85%  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** | | 4  Linkedin Icon of Glyph style - Available in SVG, PNG, EPS, AI & Icon fonts Twitter icon  A picture containing text  Description automatically generated | 5 | 6  Linkedin Icon of Glyph style - Available in SVG, PNG, EPS, AI & Icon fonts Twitter icon  A picture containing text  Description automatically generated | 7 | 8  Linkedin Icon of Glyph style - Available in SVG, PNG, EPS, AI & Icon fonts Twitter icon  Icon Website #370300 - Free Icons Library A picture containing text  Description automatically generated | 9 | 10 |
| **Week 3** | | 11  Linkedin Icon of Glyph style - Available in SVG, PNG, EPS, AI & Icon fonts Twitter icon  Icon Website #370300 - Free Icons Library A picture containing text  Description automatically generated | 12 | 13  Linkedin Icon of Glyph style - Available in SVG, PNG, EPS, AI & Icon fonts Twitter icon  Icon Website #370300 - Free Icons Library A picture containing text  Description automatically generated | 14 | 15  Linkedin Icon of Glyph style - Available in SVG, PNG, EPS, AI & Icon fonts Twitter icon  A picture containing text  Description automatically generated | 16 | 17 |
| **Week 4** | | 18  Linkedin Icon of Glyph style - Available in SVG, PNG, EPS, AI & Icon fonts Twitter icon  A picture containing text  Description automatically generated | 19 | 20  Linkedin Icon of Glyph style - Available in SVG, PNG, EPS, AI & Icon fonts Twitter icon  A picture containing text  Description automatically generated | 21 | 22  Linkedin Icon of Glyph style - Available in SVG, PNG, EPS, AI & Icon fonts Twitter icon  Icon Website #370300 - Free Icons Library A picture containing text  Description automatically generated | 23 | 24 |
| **Week 5** | | 25  Linkedin Icon of Glyph style - Available in SVG, PNG, EPS, AI & Icon fonts Twitter icon  Icon Website #370300 - Free Icons Library A picture containing text  Description automatically generated | 26 | 27  Linkedin Icon of Glyph style - Available in SVG, PNG, EPS, AI & Icon fonts Twitter icon  A picture containing text  Description automatically generated | 28 | 29  Linkedin Icon of Glyph style - Available in SVG, PNG, EPS, AI & Icon fonts Twitter icon  A 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** | |  |  |  |  |  |  |  |
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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 | |