

Recruiting and Retaining Minority Mentors

Presented by:

Gary Graham

Sr. Outreach Coordinators

Children's Services Council of Palm Beach County

Mentor Center

Agenda

- Introduction
- Overview of Mentor Center
- Recognizing the need
- Recruitment 101
- Minority Male Recruitment
- Retaining the match

Feel free to ask questions!

Mentoring Outreach Initiative

In 2004, the Mentor Center conducted a survey to determine the landscape of all of our network mentoring programs.

From the survey, we were able to see there were nearly 2000 youth waiting to be matched with mentors in Palm Beach County.

Of those youth, approximately 60% were minorities.

The diversity of the population is also reflected in the population of mentoring programs.

Nationwide mentoring matches do not reflect the diversity of the people they serve. In a national study conducted by National Mentoring Center, it was found that across all mentoring programs *“15 to 20 percent of adult volunteers are of a racial minority, as contrasted to approximately 60 percent of the children and youth who have, or have applied for, a mentor.”*

National data suggest that the majority of mentors tend to be females; local data from Palm Beach County's mentoring programs indicate that:

- 68% of mentors are female
- 6% of mentors are from Spanish speaking communities,
- 33% African American,
- 61% White Caucasian.

White persons, 2005 (a)	14,307,154	237,854,954
Black persons, 2005 (a)	2,799,489	37,909,341
American Indian and Alaska Native persons, 2005 (a)	76,405	2,863,001
Asian persons, 2005 (a)	371,895	12,687,472
Native Hawaiian and Other Pacific Islander, 2005 (a)	14,715	516,612
Persons reporting two or more races, 2005	220,206	4,579,024
Persons of Hispanic or Latino origin, 2005 (b)	3,467,455	42,687,224
White persons not Hispanic, 2005	11,052,321	198,366,437
White persons, percent, 2005 (a)	80.4%	80.2%
Black persons, percent, 2005 (a)	15.7%	12.8%
American Indian and Alaska Native persons, percent, 2005 (a)	0.4%	1.0%
Asian persons, percent, 2005 (a)	2.1%	4.3%
Native Hawaiian and Other Pacific Islander, percent, 2005 (a)	0.1%	0.2%
Persons reporting two or more races, percent, 2005	1.2%	1.5%
Persons of Hispanic or Latino origin, percent, 2005 (b)	19.5%	14.4%
White persons not Hispanic, percent, 2005	62.1%	66.9%

*Source-<http://www.fedstats.gov/qf/states/12000.html>
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Outreach Initiative

We were also able to see that of all the mentors we had in formal network programs, only 20% of all of our mentors were minorities.

We felt that in order for mentoring to “work”, not all minority mentees had to be matched with a minority mentor, but there must at least be an option for that to happen.

Outreach Initiative

Armed with these statistics, we knew there was a specific need to recruit more minority mentors for our programs.

First Step

Look at the mentees who are in your program. From there you will know the mentors you will need for your program.

Mentors

There should be a targeted approach to recruiting your mentors. You will need to know EXACTLY where to go for the mentors that are needed for your program. You also need to know WHO will recruit these mentors.

Targeted Recruitment Plan

- Budget for Recruitment
- Number of Mentors Needed- Always recruiting more than needed
- Length of commitment (Not every job is conducive to long term commitment)
- Minimum age of mentors
- Characteristics of mentors
- Types of recruitment tools program will use

Steps to Relationship building in Minority Communities

- Spend time learning about the community and the individuals within.
- Become involved with community organizations and events.
- Enlist the support of elders, other leaders, and organizations that enjoy a positive reputation.
- Choose outreach staff who can relate and be accepted by community members and whose personal and professional goals support the mission and goals of your organization.
- Be Patient.

Practical Tools

Social Organizations

Sororities, fraternities, and other minority community groups are excellent sources for recruiting minorities. These are usually very close, tight knit, dedicated groups that are looking for causes to push.

If you don't know where to start your search, you can begin with the newspaper.

Churches

The most demographically exclusive places are churches.

In most parts of the country, you can find exclusively white, black, or Spanish speaking churches.

Restaurants

Every culture has it's own original cuisine. Posters placed in these locations are easy ways to attract your mentors.

Be careful that your materials are culturally appropriate!

Mass Media Sources

TV, radio, and newspapers are good ways of attracting mentors to your program. But before you do anything with mass media sources, remember to do your research to find out what your intended audience listens to, reads, and watches.

Current Mentors

Your current mentors are sometimes the best ways to reach specific demographics of the community. All you have to do is ask. You never know what types of affiliations your current mentors have.

Retention of Minority Mentors

After you're done recruiting all of these mentors, be sure to keep them involved with your program.

If you don't keep them involved with your program, they will become disconnected and possibly leave your program.

Retention of Minority Mentors

Ask them to speak to their personal circles about the need for more mentors.

If someone becomes a champion for your program in the community, they will continue to be involved with your program.

Retention of Minority Mentors

Feature them in some of your print materials.

One of our more successful campaigns was featuring local people (principals, teachers, bus drivers) in posters explaining how they were mentors, and the difference they make in the community.

Retention of Minority Mentors

Monitor the match properly.

Checking in with the mentor is NEVER a bad thing. You will make them feel comfortable with the program, answer questions they may have, and keep them connected to your program.

Questions?

Thanks