

FSU CENTER FOR HISPANIC MARKETING COMMUNICATION **MENTORSHIP PROGRAM INFORMATION FOR PROFESSIONALS**

Mentorship Program Overview

The Center for Hispanic Marketing Communication's Mentorship Program matches students interested in Hispanic and Multicultural Marketing with Dr. Felipe Korzenny's contacts and professionals from the Center's Advisory Board. We established this program in the Summer of 2009 so that students could network and seek advice from experienced professionals.

Mentors stand to become more educated on issues in higher education by learning about the challenges facing college students today. They provide their 'mentees' with insights from their own experiences and wisdom on best practices in applying skills the students are mastering in college, as well as valuable assistance and advice for their career path.

Mentoring is an opportunity to make a difference! Finding an advisor who can share professional knowledge is important to help students launch their careers successfully. No student's education is complete without a solid grounding in how business works beyond the classroom. Mentorship programs provide an essential link between academic theory and business reality, and offer personal and professional benefits to every participant. They may be able to assist in determining which careers would be a good match, know of potential opportunities, or where the student should search. A mentor can become a contact with a realistic vision and exceptional wisdom in the field that a student might call in the future for guidance on particular career decisions.

Mentors can serve as great resources for students preparing or close to entering the "work world". Student mentees should be able to receive career advice and perspective from their appointed mentors. They can also help by providing an insider viewpoint on the industry and a realistic picture of what they do at work on a regular basis as well as how they made their way to the successful positions that they currently fill.

- **Link to summary and feedback from students about the mentor program benefits:**
<http://hmc.comm.fsu.edu/Student-Opportunities/Mentorship-Program>
- **More information about the Advisory Board members can be found at:**
<http://hmc.comm.fsu.edu/Advisory-Board>

How are mentorships paired?

- FSU students who would like to be selected to participate and paired with a mentor must complete an on-campus interview with **the Mentorship Program Coordinator**, as well as provide their resume, and a short statement explaining their personal/professional goals and any relevant past experience. They should also indicate their top three Advisory Board member selections or other professional options recommended by the Korzennys for a mentor match, but there are no guarantees and it is based on availability. Some of our mentors may not officially be HMC Advisory Board members, which is why a preference of the students' career industries' interests are requested in order to broaden reach out to appropriate contacts for matches.
- Once student applicants have applied, the Mentorship Program Coordinator arranges with potential mentors and determines best matches with Dr. Felipe Korzenny. Students accepted into the program are paired with a mentor who has wisdom and expertise in their career area of interest. In some cases, it may be possible to match students with mentors who live in the city in which the student eventually wants to intern or work.
- After an ideal mentorship match is decided, students are provided with additional program details/goals/expectations and their appointed mentor's e-mail address so they can contact them directly about starting and coordinating their mentorship communication on a regular basis.
- Mentorship durations can vary on a case by case basis, but usually last for approximately 3-12 months.
- Mentors and students should communicate either by phone, email or in person (if geography permits) at least 30 minutes per week or bi-weekly.
- Both the student and the mentor should evaluate the experience and provide feedback during and at the end of their assigned period.

How can a professional get involved with the program?

Multicultural or Hispanic Marketing professionals interested in participating should contact **the Mentorship Program Coordinator, Natalie Kates, at nkates@fsu.edu**. New potential mentors should also provide a brief profile about their background (work and educational experiences), and specify if they have a preference of the students' career goals, major, and interests. Coordinating a new mentorship is not always an immediate process and may take a few weeks before the right match is made.

What type of commitment is required?

Once a mentorship match is established with a student, the first step is for them to e-mail their appointed mentor and set up a time for an initial phone conversation. After the student has spoken with their mentor, they should ask to speak periodically to obtain feedback and/or career advice. It is emphasized to students that we expect the mentors to have busy schedules so it will be their responsibility to be proactive with scheduling.

Both mentor and mentee should explain their program expectations and suggest speaking weekly or bi-weekly. At some point during a mentorship, the student may want to ask their mentor to review their resume/cover letter/career portfolio and provide suggestions. This program is to a certain degree flexible, and mostly up to both mentee and mentor how much is gained from the experience.

Goals for Mentors include, but are not limited to:

- Answering questions and giving advice
- Critiquing of cover letter and resume
- Conducting mock interviews
- Discussing values and ethics in business
- Helping with corporate terminology
- Hosting office visits
- Suggesting articles and books

Mentorship Program Coordinator Contact Information

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