



MADE Mentorship Matching Program Guidelines

Program Goals:

The Marketing & Advertising industry was challenging to break into when times were good. Now students need our guidance more than ever. We hope this program provides a rewarding experience for mentors who want to give back, as well as an invaluable opportunity for students to learn about the industry and gain an edge at the start of their careers. Mutual goals include:

- Building leadership and communication skills
- Developing relationships in the industry
- Learning about different perspectives
- Making a new friend!

How to Meet:

Matches will be connected the week of June 1st and you'll be featured on our list of mentors on aef.com and social media channels. We like to celebrate our program participants and supporters whenever possible!

- All meetings will be conducted virtually through Zoom, Facetime, etc. The mentee will introduce themselves to the mentor and schedule the first meeting.
- Meetings should occur bi-weekly, with at least four 30-minute conversations this summer. Try setting up a recurring meeting or scheduling a date for the next call at the end of each discussion. While this mentorship is for the summer, we hope it extends beyond when the program ends!

Suggested Program Structure:

You're free to structure the mentor/mentee relationship as it makes most sense. Below is a sample template you can use to help get you started:

Step 1: Getting to Know Each Other

Mentees & mentors should spend time getting to know each other and learning about each other's professional and educational backgrounds, as well as hobbies and interests.

Step 2: Setting Objectives

Discuss expectations for the mentoring relationship. What do you hope to get out of this program? Clarify and set out specific goals and objectives to achieve together.

Step 3: Progression & Growth

Begin working through a plan. Checking in regularly with each other, the mentee & mentor should work toward the objectives they have established together.

Suggested Discussion Topics and Questions:

Topics to discuss in your meetings can include:

- Navigating a virtual internship
- How to break into the industry after graduation
- Different career paths & roles in marketing & advertising
- How to continue learning beyond college
- Suggested skills for a successful career
- Interview tips
- Resume & portfolio feedback
- How to stand out/personal branding
- How to grow your network
- Long- and short-term career goals
- Navigating the challenges of work/life balance
- Personal anecdotes of successes/failures