



Central California Chapter



Mentor Guidelines

The guidelines below are designed to ensure that both mentors and mentees benefit from their time together and grow from the experience. Our Central California PRSA mentorship program has been designed not only to encourage more people to pursue our profession but to also prepare new PR and Advertising professionals to step right into that first job ready for the challenges ahead. Being a mentor is a chance to pay forward the inspiration and support we've received from our own mentors during our careers.

REQUIRED COMMITMENT:

- Mentors must meet virtually over a video platform or in-person in a public setting.
- Meetings must occur at a minimum of once a month for an hour or twice a month for at least 30 minutes each. Mentors and mentee may mutually agree to additional meetings.
- Mentors must be available at least one additional time a month either via phone, email or text for additional questions or to review progress of their mentees.
- All interactions must be held to workplace standards of professionalism and respect, including prohibitions against any sexual harassment or racist/sexist speech.
- Communicate in a way that invites open sharing.
- Be on time for all meetings. Be available for check-ins as agreed upon.
- Maintain confidentiality.

RECOMMENDED BEST PRACTICES:

- Help your mentee understand and define their goals for this experience from the beginning.
- Be consistent in offering your time.
- Ask open, supportive questions.
- Practice active listening. Keep an open mind.
- Build trust by reassuring your mentee that what is shared is confidential.
- Provide kind, constructive feedback – especially about your mentee's strengths and things they'll need to work on to succeed.
- Share your expertise, but remember this is not a platform to tell your favorite PR exploits/stories.
- Help your mentee find their own answers.
- Connect your mentee to others who may have the answers you don't.
- Be sure to ask those approaching graduation about their job search plan and experiences.