TUTORMENTOR CONNECTION

THERE IS A PLAN FOR SAVING OUR CHILDREN. THIS IS IT.
Each day, 20 million young adolescents decide how they will spend at least five (40%) of their waking hours when they are not in school. Left to their own resources, many young people will fall short of their potential. They drop out of school before ninth grade at an alarming rate — 29-50% for some schools. For too many, the street is an attractive and normal alternative to school or minimum wage work with no promise.

Even those inner city youths who stay in school and graduate tend not to go on for future education—only about 35% make this important life step. And many of those who go on do not complete college. Yet more than half of all the new jobs created between now and the year 2000 will require more, not less education—at least one third will require college degrees.

While over 200 organizations provide tutoring and mentoring—where children work with adult role models in one-on-one and group learning and mentoring activities—these programs vary greatly in size, range of services, ratio of adults to children and distribution throughout the city. Many neighborhoods where there are thousands of school-age children have few or no afterschool tutor/mentor programs.

A system is needed to help existing programs grow and improve the range and quality of their services, while at the same time, new programs are encouraged to start in areas where there is great need.

Learn more about these issues and find ways to get involved at http://www.tutormentorconnection.org
OUR BUSINESS IS FAILING. WE ARE LOSING MARKET SHARE.

“We must find a new way to market our product. Our primary customer—children—is no longer buying our message.”

WE NEED TO RE ENGINEER OUR BUSINESS.

- Product Line
- Distribution Channel
- Sales Force
- Recapture Market Power - a message that motivates kids to set and seek higher learning goals

SALES SYSTEM

- The public/private school system
- The inschool support system - Youth Motivation/Jr. Achievement; No Child Left Behind tutoring
- The afterschool support system - Tutor/mentor Programs
- The Internet based learning system - open 24 hours/365 days

SALES SYSTEM

- Motivated Sales team
- Training and support program
- Reach and frequency of message delivery
- Internet marketing and learning network
- Long term commitment

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TUTOR/MENTOR PROGRAMS HAVE GREAT POTENTIAL

“These programs focus on the positive — the talents, knowledge and dreams of young people.”

• BENEFITS —
Mentoring and tutoring, where adults serve as role models and advisors to young people, can provide direct help to a young person and can be an especially powerful intervention in the lives of isolated youths. Mentoring and tutoring can help...

- Keep children in school and improve academic performance
- Keep children off the streets and in productive activities
- Maintain and build children's interest in learning
- Broaden each child's experience base
- Stimulate creativity
- Enhance social and problem-solving skills
- Expand each child's options for a quality life
- Make opportunities available that might otherwise be closed
- Develop productive adults

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There’s no question that a successful volunteer program has a tremendously positive impact on a business’s bottom line, while doing good for the community. Here are some reasons.

- Successful programs generate lots of free publicity for winning organizations.
- Successful programs cause workers to take pride in their jobs and work more closely with colleagues.
- A strong volunteer program gives management an opportunity to identify and sort out its growth candidates.
- Companies gain improvements in individual and team productivity.
- Workers get to know top management better and feel more comfortable approaching them with new ideas.
- A successful volunteer program enables employees to “win” when other aspects of the business environment may be tough.
- A successful volunteer program can develop employee involvement and ownership of decisions that help balance those times when business leaders must make the tough decisions on their own.

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• **MAKE COMMITMENT —**

- Make a Leadership Commitment to build a long-term tutor/mentor support strategy in your organization
- Build a life-time employee involvement strategy
  - step #1—involve as a tutor/mentor volunteer
  - step #2—investment, in programs where employees volunteer
  - step #3—commitment, to advocate and influence others
- Build a corporate support strategy to provide a more even level of tutor/mentor opportunities throughout the city, and the nation
- Review opportunities for foundation or corporate grants to directly fund tutor/mentor programs in areas where you do business, have property or where employees reside
- Build an advocacy and communications strategy to encourage others within your business, civic and social circle to become tutor/mentor advocates

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**INTERNAL REVIEW —**

- Appoint a manager to lead an internal review/strategic planning team
- Review current levels of employee involvement
  - How many are tutor/mentor volunteers
  - Where (use maps to show geographic spread)
  - During what time frames
- Review inventory of programs currently supported by company
  - Junior Achievement
  - Youth Motivation
  - I Have A Dream
  - Scouts, other?
- Review inventory of programs funded by foundation in past three years
- Determine neighborhoods within city where employees reside
- Identify corporate sites within city where there are minimum of 50 employees
- Identify sites of vendors and customers in neighborhoods where programs are needed

Learn more about these issues and find ways to get involved at [http://www.tutormentorconnection.org](http://www.tutormentorconnection.org)
EMPLOYEE INVOLVEMENT STRATEGY

“Build a long-term employee involvement strategy, starting with a first-year goal and action plan.”

• EMPLOYEE INVOLVEMENT —

- Build a life-time employee involvement strategy, beginning when a young person joins the company and sustained over a lifetime as he/she grows to become leader and executive in company
  - step #1—involvement as a tutor/mentor volunteer
  - step #2—investment, in programs where employees volunteer
  - step #3—commitment, to advocate and influence others

- Build a recruitment and recognition strategy
  - Host volunteer fair to introduce tutor/mentor programs
  - Distribute recruitment information to employees
  - Profile employee volunteers and programs in corporate newsletter
  * Create on-line forums where volunteers share ideas, get recognition, and draw support to causes they are involved with
  - Develop employee volunteer of the year award program

- Build an advocacy and awareness communications strategy

- Build a financial support strategy - solicit and encourage employees to contribute to tutor/mentor funds and programs where they volunteer

Learn more about these issues and find ways to get involved at http://www.tutormentorconnection.org
CORPORATE INVOLVEMENT STRATEGY

“Build a long-term employee and corporate involvement strategy, starting with a first-year goal and action plan.”

- CORPORATE INVOLVEMENT —
  - Develop strategies to help employees succeed as volunteers
    - Letters of support from CEO, showing support to department heads
    - Host lunch seminars to help employee volunteers network
    - Encourage participation in seminars and conferences related to T/MC
  - Recognize that different programs supported by company provide varying levels of time commitment—provide a path for volunteers to increase/decrease commitment as jobs change, without completely dropping out
  - Support volunteer involvement, by encouraging teams of volunteers to participate at single sites
  - Provide transportation (or transportation allowances) for teams of volunteers to travel to/from site
  - Identify facilities in neighborhoods which could host a tutor/mentor program and provide internal support (utilities, space, etc) for volunteers to start new program at that site
TUTOR/MENTOR CONNECTION (T/MC) SOLUTION

- **NOT ENOUGH PROGRAMS**
  - Particularly in city’s neighborhoods
  - Until T/MC did the research, there was no comprehensive directory of programs, let alone an understanding of capacity or neighborhood coverage
  - 1994 T/MC survey identified 200 program, serving less than 12,000 of the 200,000 at-risk school-age kids in Chicago*
  - T/MC maps show distribution of existing programs, and great need for more programs in specific areas

- **NO LEADERSHIP**
  - No effective marketing plan to meet this need
  - The Cabrini Connections Tutor/Mentor Connection (T/MC) is such a marketing plan
  - T/MC plan is based on Chapin Hall, Carnegie Council and the Mayor’s Youth Development Task Force research
  - T/MC was developed with support of Public Communications, Inc., Illinois Wesleyan University faculty, and the Metro Chicago Information Center

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“We must find a way to compete against negative behaviors — for kids interest, attention and participation in positive behaviors”

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*12,000 kids based on survey responses of 120 of 200 programs identified in 1994.*
MORE VOLUNTEERS, DONORS, SPONSORS AND HOSTS OF PROGRAMS ARE NEEDED — CLOSE TO WHERE KIDS LIVE

"We all need to take more responsibility. In the weeks and months ahead, I want this entire city mobilized and committed to a citywide crusade for children. Nothing else we do will ever be as important."

Mayor Daley, State of the City address, 1994

THE T/MC SHOWS HOW TO GET INVOLVED

- T/MC maps and Program Locator at http://www.tutormentor-connection.org show corporations tutor/mentor programs located near company sites
- T/MC maps show where companies have current investment, opportunity for school — out-of-school “Adopt a Neighborhood strategy.
- The T/MC Web Site Resource Library helps start-ups research working models — to duplicate effective strategies

T/MC HELPS PROGRAMS GROW BY LINKING PROGRAMS, SHARING IDEAS AND RESOURCES

- T/MC web site and email newsletters reach programs, volunteers, schools, community groups and businesses in Chicago and nationally
- May and November T/MC LEADERSHIP CONFERENCE attracts leaders and volunteers representing programs from Chicago and other cities
- T/MC media campaign draws volunteers and donors to programs throughout Chicago
- T/MC one-on-one consulting provides advice drawn from program surveys, and over 30-years management experience leading after-school tutor/mentor programs

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WE MUST RESHAPE THE MESSAGE SO KIDS, PARENTS AND THE BROADER COMMUNITY WILL RESPOND — FOR THE GENERATION IT TAKES TO RAISE A CHILD.

“The nation cannot afford to raise another generation of young adolescents without the supervision, guidance, and preparation for life that caring adults and strong community organizations once provided and again can provide.”

“Tutor/Mentor Connection (T/MC) Media Plan

- **T/MC IS FOCUSING MEDIA ATTENTION ON PROGRAMS IN THE NEIGHBORHOODS WHERE THE NEED IS GREATEST**
  - The T/MC strategy is to take the message to the neighborhoods, away from Cabrini-Green where the lion’s share of attention is focused, to neighborhoods with equal or greater need, but far less coverage.
  - Since 1994 TV and print reports have reached an audience of more than 5 million in the Chicagoland area.
  - TV Coverage included feature interviews on WGN-TV, WMAQ-TV (twice) and CLTV (three times), plus a growing use of Chicago ACCESS TV, and radio interviews on WBBM Radio and others.
  - Numerous articles, editorials, and letters to the Editor have been in the Chicago Sun-Times and Chicago Tribune, and in corporate publications of Public Communications, Inc., The Chicago Mercantile Exchange, Children’s Hospital, etc.

* T/MC web sites have recorded more than 160,000 visits providing information, research and networking opportunities to people from throughout the world.

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TUTOR/MENTOR CONNECTION GOAL:
LINK YOUTH PROGRAMS WHICH CORPORATIONs ALREADY SUPPORT INTO A LONG-TERM NEIGHBORHOOD STRATEGY

Many companies already have programs at public schools. A simple introduction to an afterschool in the same neighborhood would allow volunteers to be recruited for either. In also creates opportunities for students to tour your company and meet employees who serve as role models and success stories.

IN SCHOOL PROGRAMS
• Youth Motivation
• Junior Achievement
• School Partners Program

AFTER SCHOOL PROGRAMS
• Tutor/Mentor
• Recreation/Arts
• Safe Places

First step for many volunteers is to volunteer during work day for in-school programs

As employee job and family commitment changes, encourage volunteers to move back and forth in level of commitment

However, some volunteers would go to site afterschool if given support

Leadership to focus on neighborhood and devote resources (people, materials, space, finance)

www.tutormentorconnection.org
CORPORATE FOUNDATION STRATEGY

- Pledge 10% OF CONTRIBUTIONS TO TUTOR/MENTOR PROGRAMS

“Review current and historical funding. Does corporation set aside a percent of its financial support for youth category?”

Each company will determine its personal level of investment through foundation and corporate programs. The T/MC goal is to encourage a company to invest a % of its giving plan in well-managed tutor/mentor programs and school-to-work programs.
**THE NEED**

- **Total commitment** = X% of Revenue

**SUPPORT FROM EVERY INDUSTRY**

- **CREATE A DIVERSITY OF VOLUNTEERS AND DONORS AT EVERY TUTOR/MENTOR PROGRAM**

“Create networks of purpose and ownership of many leaders. This is not a vision one person can lead. It must be the vision and passion of many people, all focused on the same information, and the same places where help is needed.”

Our goal is to recruit leaders in each of these segments who form groups that discuss the role of volunteers, tutoring and mentoring, and recruit funds and volunteers to support tutor/mentor programs in every high poverty neighborhood of Chicago.
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