THE TUTOR/MENTOR CONNECTION PROGRAM (T/MC)

Strategic Group Plan: Focusing on Universities, Colleges and Vocational Schools

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Quote from Dan Bassill, CEO, President of Cabrini Connections

If this [approach] is accepted and acted upon, it can change the way philanthropy and charities work together in America and throughout the world. It can change the future for millions of kids born into poverty each year.
Thank You to Dan Bassill
INTRODUCTION

The T/MC was established along with Cabrini Connections in 1993 to support the development and growth of other tutor/mentor programs.
VALUES OF TUTOR/MENTOR CONNECTIONS

- An equal and consistent flow of dollars, volunteers, ideas, technology, and business partners to every tutor/mentor program in Chicago
- Total Quality Mentoring draws leaders, volunteers, and resources from every industry with a commitment to help children stay in school and move on to professional careers
- Technology as a communication tool
- Investing in tutor/mentor programs through training and information sharing
To gather and organize all that is known about successful after-school tutor/mentor programs and share that knowledge to expand the availability and enhance the effectiveness of these services to children throughout Chicago.
RECOMMENDATIONS TO T/MC MISSION:

- Discuss the specific need that T/MC is trying to fill. Explain why T/MC wishes to expand availability and enhance the effectiveness of services.
- Identify the forces that drive the mission's strategic vision, i.e. belief in equitable distribution of resources to all children.
- The wording of the mission statement should help it serve as an energy source and rallying point of the organization. Use verbs that are stronger than “organize” and “gather.”
S.W.O.T. OF THE ORGANIZATION

- STRENGTHS
- WEAKNESSES (CHALLENGES AND LIMITATIONS)
- OPPORTUNITIES
- THREATS
GAP ANALYSIS

- Lack of practical strategic plan to identify and enlist university leaders, volunteers, donors and customers of tutor mentor programs.

- Lack of relationship with universities, and lack of education among departments and universities on the value of being part of a tutor/mentor program.

- Poor usability and lack of clarity on web sites

- Lack of financial support and people power
STRATEGIC PLAN OBJECTIVES

A. Research The Market
   Universities, Colleges, and Vocational Schools
B. Develop Reciprocal Relationships
C. Participate in University Special Events
D. Redesign Existing Print Materials
E. Improve Effectiveness of Websites
F. Generate Revenue
G. Inspire “People Power”
OBJECTIVE A: RESEARCH THE MARKET

- Identify area universities, colleges, and vocational schools.
- Identify schools, departments, individuals and others within university.
- Conduct informal market research

**e.g. Goal DePaul:** Develop programs that manifest the commitment to community service.
OBJECTIVE B: DEVELOP RECIPROCAL RELATIONSHIPS

- Propose research and data collection projects to university departments, utilizing interns and graduate students
- Investigate fundraising and donation opportunities
- Propose advertising De Paul University in Newsletters and at leadership conferences
- Set-up internships
- Invite University faculty and staff to present at leadership conference
OBJECTIVE C:
PARTICIPATE IN UNIVERSITY SPECIAL EVENTS

- Discover Chicago classes
- Freshman first days of school activities
- Community Based Service Learning
- Vincentian Service Day
OBJECTIVE D:
REDESIGN EXISTING PRINT MATERIALS

To streamline and clarify messages to universities, colleges, and vocational schools:

- Handouts
- Brochure
- Advertisement
- Flyer
OBJECTIVE E:
IMPROVE EFFECTIVENESS OF WEBSITES

www.tutormentorconnection.org
www.tutormentorexchange.net

- Consolidate the two websites under one URL
- Redesign the “main” site in order to clarify and increase the impact of the marketing message
- T/MC should approach the faculty of the Human-Computer Interaction program and the Institute for Professional Development for a personal site critique
- Survey list of sites similar to T/MC
OBJECTIVE F:
GENERATE REVENUE

OBTAIN SEED GRANT TO SUPPORT THE OBJECTIVES OF THE STRATEGIC PLAN

Potential Donors:

- Elizabeth Morse Community Trust
- The Chicago Community Trust
- Mayer & Morris Kaplan Family Foundation
- Chicago Public Schools
- Lloyd A. Fry Foundation
OBJECTIVE G:
INSPIRING "PEOPLE POWER"

- Identify individuals within tutor/mentor programs who are able to assist in efforts to target universities
- Develop a new symbol of T/MC that captures its mission, value, and commitment to tutoring and mentoring
- Inspire people power and motivate others by gathering stories about heroes and history of T/MC
- Use current listserves to generate interest and support among tutor/mentor programs for building university relationships
STRATEGIC PLAN EVALUATION

- Did we achieve Plan A-G?

- Why or why not?

- By fulfilling our objectives, are we closer to achieving our mission?

- What objectives should we keep, modify, discard, or add?