How **YOU** Can Change the World

Network Building - An Essential Skill for All Leaders

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Find this and other T/MC ideas at [http://www.tutormentorexchange.net](http://www.tutormentorexchange.net)
How Would You Respond?

This was front page of a major Chicago newspaper in October 1992…the day after a 7-year old was killed walking to school in Cabrini Green.

What actions have leaders taken to prevent tragedies like this?
A Tutor/Mentor Program is a **Collective Effort** where many people work to help young people grow up and lead lives out of poverty.

• How do you recruit volunteers and youth to join a program?

• How do you keep them participating throughout a school year?

• How do you keep them coming back from year to year?

**I’VE BEEN WORKING WITH THESE QUESTIONS EVERY DAY FOR 37 YEARS**
Tangela joined CC in 1993, after being part of the MW/Cabrini Green Tutoring Program when in elementary school.

If the goal is to help kids living in high poverty neighborhoods be starting jobs/careers by their mid-twenties....

School-Time Programs

Pre-K → K - 5th → 5th - 6th → 6th - 8th → High School → Career Track

3-5 PM Non-School Programs

After 5 PM and Weekend Programs

--- 16 years later.

Tangela joined CC in 1993, after being part of the MW/Cabrini Green Tutoring Program when in elementary school.

We are still connected, via the Internet, 16 years later.

How do we help tutor/mentor programs connect with youth when they are young, and stay connected to those kids from when we first meet them, to when they need our help as adults?....
Change takes Time. Change Makers Need to Have Long-Term Commitment

We use graphics like this to illustrate the long-term commitment it takes to help a youth go from first grade to first job.

Between 1973 and 2011 we applied these ideas through volunteer-based tutor/mentor programs we led in Chicago.
The first challenge is to put yourself in the role of network-builder. If you don’t accept this, nothing more will happen.
The World’s Largest Ping Pong ball table.

Every intentional action of a leader, volunteer or network-builder causes a chain reaction that moves every other ball.

What you say can reach people around the world.

YOU NEED A PURPOSE FOR YOUR MESSAGE
If we can provide consistent resources, and consistent staff we can build stronger programs.

Between 1993 and June 2011, Cabrini Connections connected more than 580 inner city teens with a wide range of volunteers, celebrities and learning activities. Many are still connected on Facebook and Linked-In.
You Must have a Purpose.

To keep kids and volunteers connected, we need these resources every day at every tutor/mentor program in Chicago.

- volunteers
- public visibility
- operating dollars
- technology
- training/learning
- leadership

This map could be any major city in the world where youth live in high concentrations of poverty.
We can’t get these resources by ourselves. We need the help of many leaders.

This city needs leaders in every sector who take this role, not one or two high profile people.

Use personal and organizational leadership, web site and communications to connect members of your network to T/M programs in all parts of Chicago on a consistent, on-going basis, using Internet directories such as [www.tutormentorconnection.org](http://www.tutormentorconnection.org) as resource for finding programs.
Role of Leaders.
Point daily to places where people can get informed, and involved, sharing same information with others from same community, and the world.

- **Maps/data** — create understanding; understand needs in entire region; zoom to block level
- **Knowledge** — library; share info. Everyone in region can draw from same body of knowledge, and add to it at same time
- **Places** — connect; get involved; donate. Push resources to all of the places where help is needed.
Outline your thinking where others can read, act, follow or expand on your idea.

Add ideas at [http://debategraph.org/mentoring_kids_to_careers](http://debategraph.org/mentoring_kids_to_careers)
Immediate Impact

Growth of volunteers & $$ and corporate leaders involved

YOU NEED A STRATEGY THAT REACHES A LONG TERM GOAL

With every action have a purpose. Every message is intended to draw needed resources to one or more tutor/mentor programs in Chicago. Teach others to communicate with a purpose.
THINK ADVERTISING!

REACH: more people hear your message

FREQUENCY: your message is repeated often every day.

Without big budgets for advertising, you need to enlist your network.

IDEA: get companies to carry your message with their own advertising

Put your company logo here. Put this add in the local paper, or a trade magazine.
The Tutor/Mentor Connection (T/MC) works on a 12-month strategy similar to the year-round advertising campaigns of Sears, Wards, McDonalds and other retail organizations.

Each year the (T/MC) organizes events, and creates media, that helps programs recruit volunteers in Aug/Sept. and helps programs train those volunteers and convert them into leaders as each program moves through the School year. As each program ends the year it has more people helping it build capacity and quality for the following year.

See animated version of this concept at http://www.tutormentorexchange.net/images/flash/eventyear.swf
YOU can help inner city youth have brighter futures. Help build the leadership network supporting the Tutor/Mentor Connection.

Every one can be a leader. Will you?
Leaders Can Connect Their Networks to T/M Programs

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HOW CAN WE GROW THE % OF PEOPLE/ORGANIZATIONS STRATEGICALLY INVOLVED IN RAISING KIDS?

MORE INFORMED, MORE INVOLVED

OUR GOAL is to focus on-going attention to tutoring, mentoring and school-to-work learning programs in every poverty neighborhood and to Internet-based information models which these programs can, and should, use to constantly improve the outcome of their work.

We seek musicians, pro athletes, actors, writers, CEO’s who will use their public visibility, web sites and media interview opportunities to draw traffic to our web sites and to each of these programs.

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With computer generated maps we can identify programs, and neighborhoods where our help is needed, and where our help is being provided. Collectively we can expand the distribution of help from ourselves and others into every neighborhood where our help is needed. Using our visibility, we can keep the spotlight focused on these areas for as long as it is needed.
Our strategy is to enlist volunteers and leaders from every industry to mentor kids to careers.

Cabrini Connections and T/MC both seek business partners to help in **PULLING** youth To careers.
Goal: Define and Map a Supply Chain Model that meets infrastructure needs of non profits helping inner city kids move to jobs and careers

Corporate Teams
Consulting firm volunteers
Working in Chicago and other cities, with tutor/mentor, and other social benefit sectors

Multiple Industries & Talents

Multiple Locations
And causes

Serving every high poverty area in Chicago
And other cities and states.

Define and Map a Supply Chain Model that meets infrastructure needs of non profits helping inner city kids move to jobs and careers
THINK OF HOW YOU REACH YOUR NETWORK

A WEB SITE IS A DESTINATION. IT’S WHERE YOU PUT YOUR IDEAS AND WHERE YOU HOST YOUR WORKSPACE.

Face-to-Face  
Facebook  
Linked In  
Twitter  
MySpace  
Telephone  
Email  
????  
Social Events  

http://www.tutormentorconnection.org  
http://tinyurl.com/TMC-articles  

NEW! 3/17/11
See Tutor/Mentor Institute support network at http://tinyurl.com/TMCSupportNet
Result of strategic network building. If you tell the story to people you know, some will forward the story with their own endorsement, to people they know.

The first person in your network may have limited resources. However, the people in their network may be potential supporters.

What would CC, T/MC network look like after one, three, 10 years if we have many people reaching out to people they know on a consistent basis?
**Facilitating Involvement:** using social media, and a variety of group facilitation tools we can help volunteers from many organizations learn from each other so every week they provide more effective service. We can also learn what works, what the challenges are, and ways that corporations, foundations, etc. can help all tutor/mentor programs provide more effective service.

Facilitation by T/MC & others

- a) As volunteer goes to do service at t/m program
- b) As volunteer shares with others at work, home, faith group

Volunteer connects w/youth

Volunteer shares experience with friends

See animation of this idea at [www.tutormentorexchange.net](http://www.tutormentorexchange.net)
A Network can grow from a few people to thousands over a period of years.

If the T/MC network has grown from 7 volunteers to several thousand, imagine how much broader the network could be if hundreds of individuals and organizations applied the ideas in this essay.

Contact the Tutor/Mentor Institute, LLC and let us help you apply these ideas. tutormentor2@earthlink.net and http://www.twitter.com/tutormentorteam
PRACTICE THESE IDEAS
These graphics are concepts intended to encourage you to think, learn and innovate ways to apply these ideas in your own leadership.

At the following Tutor/Mentor Institute and Tutor/Mentor Connection web sites you can see how we put these ideas to practice every day in our effort to support our goals.

http://www.tutormentorexchange.net
http://www.tutormentorconnection.org
http://tutormentor.blogspot.com
http://tutormentorconnection.ning.com

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