



PLEDGE GOAL THROUGH 2018: 50,000

2016 RESULTS

- **Million Women Mentors–CA Goals:**
 - Increase the percentage of middle/high school girls planning to pursue STEM careers,
 - Increase the percentage of young women pursuing undergraduate degrees in STEM fields, and
 - Increase the percentage of women staying and advancing in STEM careers through supporting workforce mentoring programs.

EVENT HIGHLIGHT



Honorary Leadership Council Launch

January 21, 2016 at PayPal

San Francisco Headquarters

HONORARY LEADERSHIP COUNCIL AND PLANNING COMMITTEE

Honorary Leadership Council

Nancy McFadden

Executive Secretary to Governor Edmund G. Brown

Lupita Cortez Alcalá

Chair, California Commission on the Status of Women and Girls
 Executive Director, California Student Aid Commission

LaFawn Davis Bailey

Global Head of Culture & Inclusion, Pay Pal

Andrea Deveau

Executive Director, California, TechNet

Linda Calhoun

Founder and Executive Producer, Careergirls.org

Linda Kekelis

Founder and Chief Executive Officer (retired), Techbridge

Founding Committee Coordinators and Participating Organizations

Beth Broome

Senior STEM Advisor to the Provost, University of California at Davis

Nancy Kirshner-Rodriguez

Executive Director, California Commission on the Status of Women and Girls

Venita Sivamani

Chief Executive Officer, Dermveda



ACTIVITIES

- Production of MWM CA Video—STEM women give their 15-year-old self advice....
<https://www.youtube.com/watch?v=p9BWbVEA6Lc>
- I AM THAT GIRL #Girls Rock STEM Dinner in Emeryville, CA on April 6th 2016
- Assembly Select Committee on STEM Education Hearing on April 7th 2016
- Mentorship Kick-Off Event at UC Davis on May 19th 2016 UC Davis partnered with MWM-CA and MentorCloud to establish a private online platform that brings together CA women interested in STEM fields and aims to build a vibrant online community.

CONTACT INFO

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MILLION WOMEN MENTORS CALIFORNIA

MentorCloud Pilot Program Debrief

9/14/16

Overview

Million Women Mentors CA (MWM CA) in partnership with UC Davis, the California Commission on the Status of Women and Girls, and MentorCloud recently completed a pilot program with undergraduate female students at UC Davis interested in STEM careers. The pilot ran for a total of 5 months from April 25, 2016 – September 25, 2016. The student kick-off event at UC Davis was hosted on May 19th and 188 participants registered for the pilot.

Million Women Mentors is pursuing an online mentoring platform for the following purposes:

1. Increase the percentage of high school girls planning to pursue STEM careers
2. Increase the percentage of young women pursuing undergraduate degrees in STEM fields
3. Increase the percentage of women staying and advancing in STEM careers through supporting workforce mentoring programs

The pilot's success measures included the following:

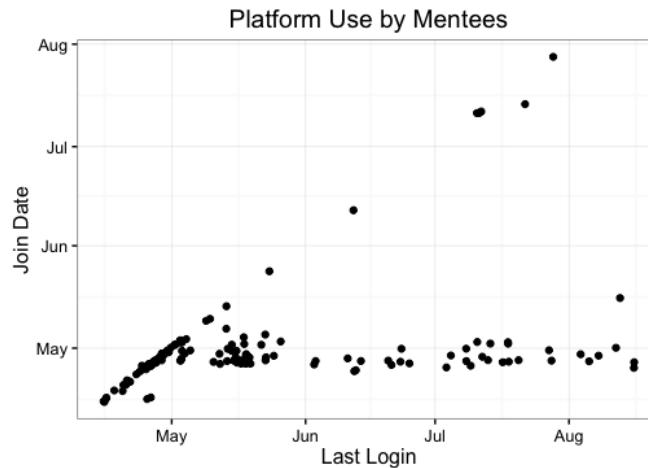
1. Number of mentors and mentees that signed up over time
2. Number of mentorship pairs
3. Number of mentor-mentee conversations
4. Total time spent sharing and learning, by mentors & mentees
5. Measure of mentee happiness from the help they are now able to receive (survey)
6. Measure of mentor happiness with the help they are able to offer (survey)
7. Turnover rate: how many mentors and mentees who continue to use the program after 3, 6, 9, and 12 months? Does their activity level increase or decrease over time?

Results

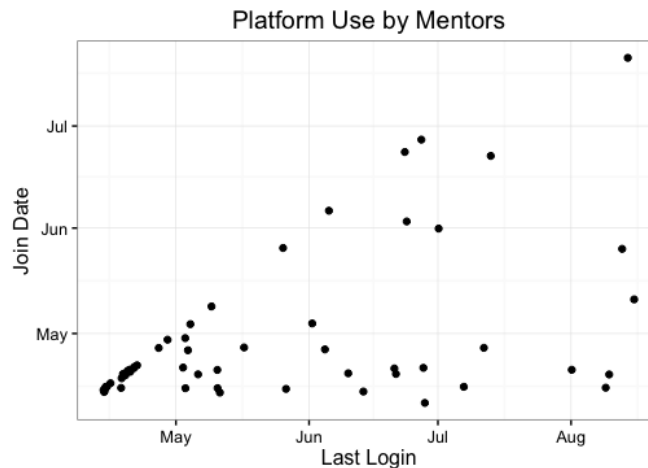
User engagement averaged 10% with 19 mentoring relationships initiated out of the 188 participants. A snapshot of the pilot performance is provided below:

- **138** profiled mentees (subtracted out those listed as both mentor and mentee) across STEM disciplines, primarily Computer Science and Engineering (biomedical, electrical, civil and mechanical)
 - 245 students responded to the initial Google Form invitation indicating their interest to participate (56% matriculation)
- **19** initiated mentorships (subtracted out test mentorships)
 - **13** initiated by mentees
 - **6** initiated by mentors
 - (as of 8/16/16, 2 requested mentorships are still pending)
- **7** Roundtables have been created, with 24 posts total.

- **61** insights have been shared to the Dashboard (stored in the Library)



This plot demonstrates that we still have users accessing the platform, even if they're not linked to a mentor, though use is sporadic, and a large number of users accessed the platform only at the time they accepted their membership invitation and created a profile.



Similar to the mentee data, this plot illustrates that mentors are accessing the platform, but a large number of mentors only accessed the platform at the time they accepted their membership invitation and created a profile.

Recommendations

1. Establish Structured Program Effort to Augment Online Mentoring

The academic setting differs from the corporate environment and requires structured programming to support students in building the skillset and confidence necessary to build a strong mentoring relationship. According to MentorCloud's [survey](#), students were unsure on how to approach a mentor. (Their second greatest concern was finding a job.)

While the MWM CA and MentorCloud teams sent ongoing communication and outreach to the pilot program participants, the lower-than-expected user engagement indicates that additional support and structure would be needed for a statewide or national rollout. It is unclear how this would be structured on a larger scale, but it is an important consideration moving forward.

Although the mentor and mentee community liaisons in the pilot provided regular communication during the course of the pilot, the response rate was extremely low and did not result in significant gains in developing new mentoring relationships or interactions which indicates a need for additional structuring and support.

The communication efforts provided in the pilot included several touch points: In addition to ongoing email outreach and support, every student in the pilot was called during the weeks of April 25th, May 9th-16th, and June 20th. MentorCloud called all unprofiled mentors and mentees the week of July 11th. MentorCloud also began sending weekly best practices and tips emails to mentors and meetings beginning August 17th.

After receiving initial feedback that students enjoy face-to-face meetings and were in need of guidance on the mentoring process, UC Davis developed and coordinated a four-part live online summer series:

- Summer Session 1 – Introduction to Mentoring (June 24, 2016)
- Summer Session 2 – Finding a Mentor Match (June 29, 2016)
- Summer Session 3 – Connect with a Mentor and Build a Relationship (July 14, 2016)
- Summer Session 4 – Develop Goals and Mentorship Plan (July 21, 2016)

A total of 2 students and 3 guest speakers participated. The UC Davis mentee liaison hosted voluntary office hours and served as an on-campus counselor, which a couple of students attended.

2. Refine Matching Process

According to the phone surveys and follow-up conducted, many students ended their engagement with the pilot as a result of not being able to find a mentor that matched their industry or interests.

The specifications students could be matched to included the following:

Areas of Interest: Jobs & Internships; Career Growth; Work-Life Integration; Entrepreneurship; Leadership; Personal Branding; Academics & Research; Time Management

Values: Accountability; Commitment; Compassion; Empathy; Family; Hard Work; Honesty; Humility; Integrity; Mutual Respect; Punctuality; Quality; Responsibility; Service; Teamwork; Truth; Win-Win

We were unable to add industry or major: Undeclared, Life Sciences, Physical Sciences, Electrical Engineering, Computer Science, Plant Biology, Other

It would help streamline the matching process and likely boost mentoring connections if industry could be included along with interest areas.

3. Increase Communication Modalities

Given the student response rate to phone and email outreach, we predict that students would prefer video, text, live chat or social media elements to their user experience. The current version of MentorCloud does not allow for direct communication.

4. Adjust Timing of Mentoring Program

Given the timeline of the MWM National Summit, we were pressed for time to begin in the spring rather than the fall. The pilot was rolled out shortly after spring break and most students registered toward the end of the quarter, which was not an ideal time to capture their attention. In the future, aligning to the academic calendar would likely increase participation and engagement from students and faculty alike.

As an aside, it was initially predicted that summer break would provide an opportunity to supplement the experience of students at their internships or in summer school. Students who registered to participate were informed of the time commitment in advance and agreed to engage with their mentors every other week for the duration of the pilot. It is unclear whether student schedules conflicted with the timing of the pilot or whether there was a lack of interest in the benefits offered. When school is in session, students are focused on their coursework/projects and may not have the same time available as in the summer. A second or extended pilot may provide further clarification.

5. Begin Mentor Recruitment Early for a Larger Pool

While the 52 mentors who enrolled were able to meet the needs of the students who registered (as each mentor could have multiple mentees), a 1-to-1 ratio would be ideal. Mentor engagement should begin sooner in the next iteration and include several opportunities for training and onboarding.

A common complaint we received from students was that they were unable to find enough or any mentors specific to their field. Our initial recruitment focused on mentorship for STEM disciplines broadly, and what we found was that students preferred to have a narrower pool of professionals directly aligned to their career pursuits.

The restricted size of our pilot is a limiting factor in being able to understand the full potential of the platform. Moving forward, we would recommend including a larger sample size for a more accurate assessment of the telementoring experience.

6. Extend to Graduate Students and Working Professionals

While this pilot focused on undergraduate students, there is also a tremendous need for career-focused advice and mentoring at the graduate student level. The main challenge we faced in trying to expand to graduate students was a lack of mentors who felt qualified to mentor at the advanced levels. Working professionals, especially those who do not possess graduate degrees themselves, sometimes perceive their “real-world experience” as lacking in comparison to the training graduate students receive and are unsure of the value they would bring to the mentoring relationship. With additional education and awareness, we could begin to recruit mentors willing to work with students at this level and also help bridge the perception gap.

MentorCloud could also be positioned as an opportunity for industry leaders to both offer mentorship and also receive mentorship themselves from each other. The platform enables participants to serve in dual roles should they seek to mentor and be mentored. The platform

may be valued more highly if we can increase the engagement of all participants, which could in turn increase student involvement as a long-term mentoring opportunity.

Next Steps

1. Assess feature scope for MentorCloud platform. MWM CA's specification requests include the following additions:
 - a. Are we able to automate reminders so that mentors know when a mentee is waiting and vice versa?
 - b. Will video and direct messaging applications be available so that students can connect directly with their mentors through the platform rather than via email?
 - c. Can the matching algorithm be customized?
 - d. Can we create subaccounts for minors and meet state and national privacy requirements?
2. What is the timeline for the app? What features will it include?
3. Host focus group with mentors and mentees who participated in the program to better understand the experience of those who engaged in a mentoring relationship and those who did not.
 - a. A survey will be provided to mentor and mentees at the end of the pilot. Additional meetings will be conducted as time permits.