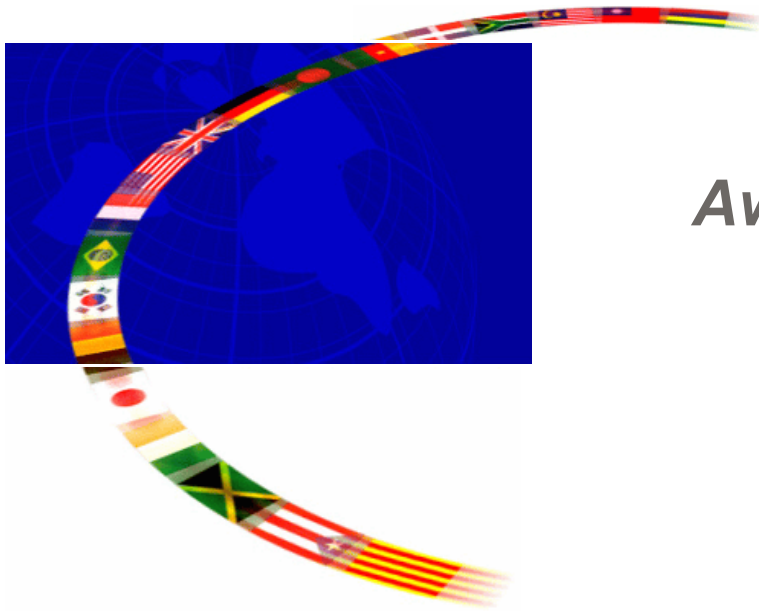




Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs



Awards Entry

2005 National Convention
JCI Fingal and Dublin City University Mentorship
Programme
Jci Fingal
Best Youth Activities Program



Junior Chamber International
Worldwide Federation of Young Leaders and Entrepreneurs

Entry Information

Award Program: 2005 National Convention

Category: best youth activities program

NOM Information

National Organization: Junior Chamber Ireland

National President:



James Corcoran

E-mail: corcoranjames@yahoo.com

LOM Information

Local Organization: JCI Fingal

President:

President Email:

Status of Scrapbook

Scrapbook Approval: **DONE**

Basic Information

Duration: October 2004 - April 2005

Staff: 4 Jaycees

Sponsors: DCU Educational Trust

Budget: Euro 5,176

Profit / Loss: Profit eur 1000.00

Who is benefited?: Dublin City University (DCU) Students; Fingal Area business people (mentors), DCU Alumni, DCU Educational Trust, JCI Fingal

Objective: The programme objective was on the basis of a pilot experience of 2003/04 to create a joint initiative between DCU Careers Service and JCI Fingal with a view to providing students and local business people with an opportunity to meet, discuss career goals, network, have fun in a social environment, assist each other in enhancing professional skills outside the classroom, and provide young business people with a link to their academic past. The aim was to match 40 second-year DCU students with a mentor/professional person in their chosen field.

Overview: The DCU and Junior Chamber Mentorship Programme is the first of its kind in Ireland. JCI Fingal used its strong relationship with the Fingal community in a first attempt to leverage young business professionals in the local area and partner them with students aspiring to work in their professional discipline. By organizing the programme around monthly events, JCI Fingal, DCU Careers Service and DCU Alumni supported by the DCU Educational Trust provided a framework to allow local business people and students to meet regularly. The events provided the students with a diverse set of business activities where they could develop professional skills. It provided excellent opportunities for the mentors to network. It provided the Alumni with a vehicle for involving post graduates in the work of DCU anew. Their involvement gave the Educational Trust an instrument in their general fundraising efforts. JCI Fingal let the word of JCI be known in university circles and gave a strong link to new potential members.

Results: From planning to execution to evaluation, the mentorship program has been a success. Working as a team, JCI Fingal was able to collaborate with Dublin City University to turn a vision into reality. After securing our partnership with DCU Careers Service in July of 2003 and going through a year of piloting mentorship initiatives, we were able to secure an additional partner, the DCU Alumni Association, and financial support from the DCU Educational Trust as well as 41 willing students and mentors. Then from October 2004 through to April 2005, we used a "divide and conquer" approach to organize six different events which were all highly attended. In both the mid-programme and final evaluations, the students and mentors were very enthusiastic with the programme. DCU, mentors and students alike have asked us to continue the programme in 2005/06. This request has now been echoed by the DCU President, Mr Ferdinand von Prondzynski.

Actions Taken: Challenged with selling our vision first to DCU and later to potential sponsors, mentors and students, JCI Fingal had a lot of work to do before the Kick-off. We started by planning and creating a persuasive set of marketing materials including: 1. Drafting of a comprehensive business plan and budget used to promote the program to DCU and potential sponsors. 2. Creating an information session presentation and application forms used to recruit and inform students and mentors. 3. Developing a training programme including presentations targeted separately to the interests of students and mentors. 4. Designing and printing a detailed Info/FAQ folder detailing various aspects of mentorship, our programme and the roles of the participants. (See Supporting Material). In 2003-04 we then ran a pilot project to gauge the interest. On the basis of the experience gathered the whole process of planning and executing the matching and programme of 6 events was evaluated, assessed and repeated in 2004/05.

Recommendations: We would recommend this programme to other chapters looking for a Community/Youth Activities/Business/Recruitment project. It has had great impact on the students and mentors involved and as a means of exposing new people to JCI. If other branches decide to try running a mentorship programme with their local University, JCI Fingal would be happy to share our business plan and already prepared materials. Then, the key is to plan in advance and stay organized as there are many participants and events being planned throughout. Another key recommendation is to run a pilot of the project before final launch. The JCI Fingal/DCU Joint Mentorship Project 2004-05 was shaped according to the experience gathered in 2003. We are confident that DCU would also be enthused about the benefit to their students to ensure that you use the resources they have at their disposal and engage them in the planning. This approach has already been adopted by JCI Galway in their planning of a mentorship programme with NUI Galway. This project was facilitated by JCI Fingal.

Award Category criteria

1

General planning, execution and finance

PLANNING: This programme was the brainchild of Amber Jaeger of JCI Fingal. Amber, being an American citizen and a computer science graduate had witnessed the running of a mentorship programme at her local university. Amber realising that mentorship programmes are foreign to Irish universities introduced the idea of a mentorship programme to JCI Fingal at a branch meeting in 2002. Once the idea was launched Amber put together a committee for reviewing the idea. Dublin City University (DCU) being the local university was approached and Muireann Ni Dhuigneain of the Careers Service department took up the baton. She was joined by the DCU Alumni Association and during the year 2004-05 by the Educational Trust. Once the partner was secured a business plan was put in place. An elaborate document of 16 pages it outlined the idea of the mentorship project, its vision and mission, and its goals. The document also contained a sponsorship proposal aiming at attracting sponsors, a budget and an outline of the events of the programme. Finally, an application form for Students and Mentors was devised. The events deserve a special comment in this context. The Steering committee quickly identified that one of the weaknesses of comparable projects was a lack of structure. At other universities students, post-grads and qualified business people were encouraged to engage in mentoring - but solid framework for such an encounter was often missing, sometimes leading to a lack of success of the mentorship relationship. The committee (which is now known as the Joint Mentorship Steering Group) agreed to put in place such a framework. They devised a programme for the encounter of mentors and mentees over the autumn-winter period. It was from the outset important to make the events social, business and training orientated. Furthermore, it was agreed that in order to create the right start for the programme, it was essential to have professional printed material in place that could serve as guidance to mentors and mentees alike. Many hours of effort were put into the material and the design of it. In the year 2003-04 the Steering Group ran a pilot in order to gauge the interest for the project and the relevance of the events. It was agreed that the success of the pilot was pivotal for the start of the project. 30 students and mentors participated in the pilot from October to March 2003-04. Their response to the proposed project and their feedback/suggestions formed the backbone of the project that was launched by JCI 2004 World President Fernando Sanchez-Arias at Dublin City University in October 2004.

EXECUTION: With the design work behind the group and in receipt of about 120 application forms, they were finally ready to match the students with mentors and kick-off the programme. A lengthy session was held in the group trying to match mentor application forms with mentee application forms, according to criterias such as education/degree, common interests, reasons for entering etc. A final figure of 42 students and 42 business people entered the programme. The focus at this point was to organise the

speakers, trainers and logistics for each of the six programme events. Launch Event: Presentation followed by endorsement speech of DCU President Mr Ferdinand von Prondzynski. The keynote speech was delivered by JCI 2004 World President, Mr. Fernando Sanchez-Arias. Event 1: Kick-off including speakers from the project partners and a training programme to advise participants of their roles. The objective of the event was for each mentor and mentee pair to meet and set individual objectives for the programme. The training programme was summarised in the info brochure distributed on the night. Event 2: Social event of bowling and food/drinks. The focus for this event was to break the ice and allow the students to network and increase their exposure to business beyond their assigned mentor - and to have a bit of craic. Event 3: Motivational Speakers. The project was privileged to have Caroline Casey founder of a Charitable Organisation and JCI TOYP Award Winner (Las Vegas 2002) and Eanna McCloskey Marketing Director of Wealth Options Ltd. as trainers/speakers. The speakers were chosen so they could highlight their unique and impressive success stories. They both gave different styles as to what motivates them. Eanna gave a 'spiel' on Maslow's Hierarchy of Needs, while Caroline spoke of her determination to break through the barriers that life had given her and how she overcame her blindness. Event 4: Job Shadow Day. During the month of February mentors were asked to invite their student to spend a day with them at work. Many mentors organized various speakers or some networking to allow students visibility to a number of jobs. Some students attended events with their mentors such as conferences or a day in court. Event 5: Training Event. This event was to give both students and mentors an opportunity to interact in a Teamworking Session. Working with JCI Ireland National President 2004, Mr. Eugene Garvin, JCI Fingal arranged a session of JCI World Trade Game. Event 6: Closing and certificate award. A number of speakers brought the programme to its conclusion, including the JCI Fingal local president, JCI Ireland National President, the Head of DCU Careers Service and finally a student and mentor spoke of how they had benefitted from the programme. Students and mentors were then awarded with certificates of participation. The event was followed by a wine reception.

FINANCE:

During the pilot year JCI Fingal managed to sell the idea of the project to Allied Irish Banks. As a result the bank underwrote the costs of the pilot, totalling ca eur2500. However, for the actual programme it was obvious that more money was needed. This was clear from the budget. JCI Fingal became through an internal connection aware of the fact that the Educational Trust of DCU might be interested in financing the project. It seemed like a good vehicle for their fundraising efforts. Accordingly, the project was presented to the educational trust and they finally agreed to underwrite the costs, the budget of approximately eur5,500 was agreed. Thus the finance agreement was brokered by JCI Fingal without the actual involvement of the DCU Careers Service with whom we were in partnership (!). The budget allowed for a eur1000 sponsorship/administration fee to JCI Fingal.

Image 1:

Program leaders posing at the kick-off. Amanda Smyth (DCU), Amber Jaeger (JC Fingal), Muireann NiDhuigneain (DCU) Image 2: 'Passion for Action', Fernando Sanchez-Arias securing the a successful start. Image 3: Project Business Plan. Image 4: Project 2004/05 Budget.

Award Category criteria

2

Membership participation

JCI Fingal enjoyed excellent participation from our members in this project. Everyone played a role... We have great diversity in the chapter. Members come from career backgrounds such as Solicitors, Bankers, Accountants, Insurance, Pharmaceutical, IT & Teaching. Many members volunteered to share their experience by signing up as mentors. After the programme Launch, we had a need to run a training session for students and mentors. Here too we were able to draw on the members. Two separate training sessions were arranged, one for the Mentors and one for the Mentees. Two PRIME Graduates of JCI Fingal, Tommy Nielsen & Aisling Murphy, hosted both of these sessions, along with Muireann NiDuihnean and Amanda Smyth from DCU Careers Service. In the World Trade Game event already mentioned we had 4 PRIME Graduates assisting with the running of the event, Grainne Nolan, Aisling Murphy, Catherine Kilgannon and Tommy Nielsen. One of the bankers was JCI Ireland National President Mr James Corcoran (who also happens to be a member of JCI Fingal), and the Head Coach was the JCI Ireland 2004 National President, Mr. Eugene Garvin. As detailed event planning was required for each of the six events, we pooled the combined resources of our members to deliver a variety of events. Launch, Opening Night, Social Night, Motivational Training Night, Job Shadow Day, World Trade Game, and Graduation/Closing Ceremony. Members were delegated an event to organise. The 6 events were split and given to a team of 2/3 members to work on. Each event was organised to a very high standard and were a tremendous success. Finally, it was necessary to coordinate all of the independent events within the chapter and with DCU. These tasks consisted on devising power point materials, liaising with DCU with a view to booking rooms, sending out invitations and generally assisting mentors with queries. As the project leaders, Grainne Nolan and Catherine Kilgannon prepared and managed these activities through a project plan.

Image 1:

'They stayed up all night...Fernando Sanchez-Arias clearly enjoying the company of a bunch of students. Image 2: James Corcoran (JCI Ireland National President 2005) as Banker in the World Trade Game. Image 3: Tommy Nielsen (JC Fingal Past President) giving closing speech at the final event. Image 4: Mervyn Lally (JC Fingal) training student Catherine Branigan on Excel.



Award Category criteria

3

Benefit to community

The mentorship programme has had a number of benefits to the community from providing individuals with exposure to JCI, to giving students visibility of the world of work and employers and opportunity to shape the future workforce, to linking mentors back to the University. The programme provided both students and mentors with an increased awareness of JCI. The students of DCU have been given exposure to JCI and have seen first hand what they can gain by becoming a member of our organisation. They had the opportunity of working with experienced role models in the business community. The students gained an understanding of the range of entrepreneurial and business opportunities available to them. In addition, the majority of the business people (mentors) recruited to the mentorship programme were not members of Junior Chamber. As our members engaged with the mentors, they used the opportunity to highlight the benefits of being a member of our organisation. The programme also gave students experience in the workforce through programme events such as Job Shadow Day. In this event, we asked our mentors to organise a day in their work place for the students. The report we got back from both Mentors and Students was very positive. We succeeded in exposing students to the work place and to jobs related to their future career path. In addition, employers gained an awareness of the next generation of highly qualified and motivated potential employees. Beyond their day in the workforce, other programme events had a positive impact in developing our future workforce. Additional experiences such as the JC trainings, meetings with their mentors and networking with a variety of professionals will round out the students scholastic learning's and better prepare them for joining the workforce. In fact, a number of the students that took part in this programme have been approached by multinational companies who have offered them job placements. For the Alumni Association and the Educational Trust it was a great benefit to involve graduates in the activities of the University, and the head of the Educational Trust is confident that this will raise the success rate of their fundraising efforts. By giving mentors the opportunity to connect with not only students but also to DCU and JCI, they were able to share with the students their experience of working in the business community. They also networked with the other Mentors and colleagues from within the business community. Some members even got involved and gave talks in some of the classes. With their new links with DCU, the Mentors can stay abreast of academic developments in line with their business.

Image 1:

Speaker, Caroline Casey (JCI TOYP Winner, Las Vegas, 2002), who held students and mentors spellbound with her motivational speech about overcoming blindness. Image 2: Mentor, Amber Jaeger in discussion with mentee Ciara Bruton. Image 3: Aisling Murphy (President of JCI Fingal) acting as Master of Ceremonies at the closing event. Image 4: Mentor, Cristiano Luchetta and mentee Colm O'Driscoll.



Award Category criteria

4

Benefit to organization

The mentorship program is surely one of JCI Fingal's most successful projects ever run. Not only was the program well run, but the benefits to JCI Fingal, its members and JC Ireland are numerous. JCI is an organisation that promotes self-development under the umbrella of leadership, self-esteem, motivation and event planning. By piloting this programme, JCI Fingal offered the members an opportunity to develop themselves as planners, speakers and leaders. Motivated by the success of the program, the sub-committee members were challenged in different ways and members stretched to personal firsts --organising their first event or addressing large groups. Many participated as mentors in the programme where they challenged themselves to represent JCI Fingal and their companies and act as role models for their mentees. Throughout the programme, JCI was promoted to DCU, Students & Mentors. Posters were designed to display the JCI logo and prepared a number of professional presentations and materials. We were able to include JCI in the presentations and represented the chapter in all events. Also a large number of mentors were recruited from outside the chapter in the business sector. We are confident that future members of JCI will be students who have benefited from the Mentorship Programme. Already we are working with DCU to run this project for the 2005/06 term. By running this project we were able to raise sponsorship from within the business community. Even though the set up costs have been met, we still managed to make a profit for the chapter. As we start to plan this year's programme, we have eliminated the set up costs and most of the sponsorship raised will go towards the cash flow for the day to day running of our chapter, and towards our ongoing training efforts (PRIME, LEAD and European Academy fees). Already there is great interest from other chapters who want to offer this programme to their local universities. We had press exposure both for the launch of this programme and for the graduation ceremony. Also at the closing ceremony NUI Galway sent along their Head of Careers Department to have a look at what we had achieved and with a view to starting a similar programme within JCI Galway. Image 1: Members of the Steering Group pose with students. Image 2: Eanna McCloskey from Wealth Options Ltd giving a motivational speech to benefit members and participants. Image 3: Mentors and mentees buying, selling, swapping - and stealing(!) as a part of the World Trade Game. Image 4: Amber Jaeger (Project Developer) and Amanda Smyth (DCU Careers Service) posing for shot to be used for marketing at Kick-off event. Picture sent with press release.



Award Category criteria

5

Continuity of program

At this stage (3rd May 2005) the planning of the 2005/06 Programme is well underway. The Steering Group has had its first meeting evaluating last years programme (finalised 14th April 2005!) It has already been agreed to expand the programme further. In our 3rd year, DCU would like to involve more students and JCI Fingal would like to strive to achieve more stable financial support, more money. JCI Fingal contacted the Head of DCU's Educational Trust anew and asked for financial support. Again, the Educational Trust were very impressed and agreed to fund the third year of the programme. The fact that the programme managed to get the endorsement of the President of DCU was almost certainly a big help in this effort. The Past Students Organisation the Alumni have given an undertaking to provide even more additional mentors. It is expected, with the help of the Alumni, to bring the total number of participant up to 100 or more (50 students, 50 mentors). JCI Fingal have done everything to sell the project to other branches by informing other chapter presidents at National Council Meetings and by articles in the JCI Ireland Newsletter. All the ideas, the material, the contacts, and the experince are there to be availed of. The material is available for downloading on the JCI Ireland website. So far, interest has been shown from chapters in Estonia, Hungary and Northern Ireland. Finally to those who might be interested a piece of advice: Do not be put off by what seems like a big workload. All the promotional material is already there for you to avail of. That is a major job already accomplished. Once you have recruited the group of mentees (should be done by your university partner) and the mentors and the groups are matched, the workload is not very onerous. In fact, the JCI Fingal programme was effectively run by 4 members!

Image 1:

Students show interest in the Mentorship Programme by attending Information Sessions. Image 2: Continuity of the programme secured by the endorsement of the DCU President, Ferdinand von Pronzynski, here in the company of Fernando Sanchez-Arias and Eugene Garvin (JCI Ireland National President 2004). Image 3: Mentor support for the programme and ensuring it will continue next year. Image 4: DCU supports of the programme at the closing event.



Award Category criteria

6

Supporting material

As supporting material we have enclosed samples of the material JCI Fingal had devised, developed, designed and printed for the programme. A lot of money and time went into designing the Business Plan, Programme Folder, colourful invitations, etc. Approximately 1/3 of the 2004/05 budget was spent on this material as JCI Fingal were determined that the programme be run in a very professional manner. One of the ways we ensured this was to provide supporting material of a high standard. The material was our window to the outside world and to our partners, most of whom had never heard of JCI or mentoring before. Due to the excellent material we managed to sell the programme to our partners. First, to DCU - a major university who after accepting our proposal, put a lot of their effort and staff's sparetime into the programme. After DCU enthusiastically joined us, JCI Fingal used our highly detailed Business Plan to secure funds from the DCU Educational Trust to run the project. We then sold the idea to 42 busy men and women who agreed to give up at least 6 evenings over the winter period to a little-known cause. The material sold the idea to the members of JCI Fingal who subsequently became involved. And finally, the material sold the idea to highly skilled trainers who offered their services for free.

Image 1: Mentorship Programme Folder Cover Image 2: First Insert of Mentorship Folder – “What is Mentorship” Image 3: Second Insert of Mentorship Folder – “Programme Timeline” Image 4: Event Invitation example: World Trade Games

