

# PRSA IE Mentoring Program

## What is mentoring?

It is as ancient as Greek mythology.

**Mentor** was a **trusted friend of Odysseus**.

Before leaving for the Trojan War, Odysseus entrusted Mentor with:

- The care of his household
- The guidance of his son, **Telemachus**



The National Mentoring Resource Center defines mentoring as taking place between a young person or a person new to the profession (mentee) and an older or more experienced person (mentor) who acts in a non-professional capacity helping to provide support that helps one or more areas of the mentee's development.

## Why is mentoring important?

When a healthy relationship is established and maintained between mentors and mentees, a meaningful mentoring culture is established. This culture supports achievement and success.

As mentees become more experienced, the relationship may evolve.

## What are some topics/ideas I should discuss with my mentor?

While mentors and mentees spend quite a bit of time together with plenty of topics to discuss, there are catalysts and accelerant topics/ activities that create energy in

the mentoring experience, according to a 2015 study by Rik Nemanick.

The following mentor/mentee activities can be considered to develop a dialogue or expand knowledge:

- Reading assignments on a topic of interest to expand the knowledge of a mentee
- Informational interviews arranged by the mentor with someone in his or her network for the mentee
- Job shadowing arrangement for the mentee to shadow the mentor or another seasoned professional to learn through observation
- Education/training to help close knowledge gaps as well as shore up gaps holding the mentee back from his or her goals

### How can we make the mentoring relationship matter?

- Be proactive in reaching out to your mentor/mentee and available in a time of need and respond quickly.
- Provide leads for opportunities. These opportunities may be job leads, additional support and training or an opportunity to serve on a committee and/or board.
- Embrace and celebrate diversity.
- Celebrate big and small victories.
- Communicate honestly with support and confidence.
- Teach mentees to become mentors who can encourage others to establish an inclusive, mentoring culture.
- Allow the relationship to change and evolve from a strict mentorship to a friendship with mentoring at the center of it.

*This information was provided by Dr. Mary Ann Pearson*



**Dr. Mary Ann Pearson, APR, is a public relations practitioner and a professor of communication and leadership at California Baptist University in Riverside, California.**

In addition to her work research in public relations, she also is a leader in the field of mentoring and has traveled the nation speaking about the value of mentoring.

Dr. Pearson holds a doctorate in educational leadership from La Sierra University as well as a masters in education and bachelors in liberal studies from Cal Baptist University. She also has her Accreditation in Public Relations.



Sign up to be a mentor or mentee! The rewards are incredible.



Some of the Past Presidents of PRSA IE, (Hillary Angel, Rachel Dickman, Sid Robinson, Mary Ann Pearson, Shari Hunke, Janice Newman, Charee Gillins, Chris Perez , Kimberly VandenBosch

[We are here to help, reach out and invest in a mentoring relationship.](#)