



## Monthly Mentor Guide – Mentor for Communications

To provide you with additional support, we've compiled a list of topics that you can cover with your mentee. These are general topics that apply to most chapters. Keep in mind that the timeframe of some of these topics may be dependent on the university academic calendar and chapter-specific programming, so you should adjust accordingly. For instance, the table below outlines a chapter that operates on a November election cycle, has formal recruitment in the fall and spring, and operates a chapter website.

These questions are suggested as a general discussion guide - don't limit yourself to only asking these questions.

<b>August</b>	<ul style="list-style-type: none"><li>• Do you have a committee with specific roles and responsibilities? Do you plan to establish one?</li><li>• Have you created a communication plan that supports recruitment, member development, and programming initiatives for the upcoming semester?</li><li>• How does that plan utilize and drive people to our chapter's site, where they can apply for the Balanced Man Scholarship or refer a potential member?</li><li>• How are we planning on communicating with alumni, parents, and the university about all the great things the chapter is doing this semester?</li><li>• Which communication channels will you use/are you using?</li><li>• What will you post on our chapter site/accounts to increase engagement this month?</li><li>• How will you partner with the vice president of recruitment to support communications for formal recruitment?</li><li>• How has this mentor/mentee relationship been going for you? What can I do to improve as a mentor?</li></ul>
<b>September</b>	<ul style="list-style-type: none"><li>• How have we engaged alumni so far this semester? What are the plans for homecoming?</li><li>• Have we connected our chapter calendar on our chapter's site/accounts, and does it feature upcoming events? Are we utilizing social media to drive alumni to our chapter's site to RSVP for events?</li></ul>

	<ul style="list-style-type: none"> <li>● How have we connected with the university/campus this semester? How are you partnering with other organizations?</li> <li>● Have your committee members completed their projects (newsletters, member spotlights, etc.) in a timely manner? How can you hold them accountable?</li> <li>● What articles or social media will you post on the chapter site/accounts to increase engagement this month?</li> <li>● What is the chapter's plan to connect with the parents/guardians of the newest members? Are they being invited to visit the chapter site or social media accounts?</li> </ul>
<b>October</b>	<ul style="list-style-type: none"> <li>● Have you encouraged potential vice president of communications candidates to run for the upcoming elections, and are there brothers who are marketing/comms majors who you should be seeking out to encourage? How can we get them some experience now, so they'll be more prepared to completely take over the role?</li> <li>● Is there anything you wish you would've done differently as the vice president of communications? What advice do you have for the next officer?</li> <li>● Have you begun work on next semester's communication plan? How will you ensure a smooth transition of communications responsibilities?</li> <li>● How will you increase engagement with the chapter site/accounts this month?</li> </ul>
<b>November</b>	<ul style="list-style-type: none"> <li>● How do you plan to transition the new vice president of communications into the role?</li> <li>● Do you feel like the executive board is on the same page regarding where the chapter should improve for the following year? Are those areas of improvement being communicated to the candidates running in the elections?</li> <li>● What are you planning as end-of-year communication? Is there a newsletter going out, or social media posts? What did the chapter or individual brothers accomplish this semester that you can showcase?</li> <li>● How will you increase engagement with the chapter site/accounts this month?</li> </ul>
<b>December</b>	<ul style="list-style-type: none"> <li>● What documents do you need to transition to the next officer at the executive transition retreat? What knowledge and advice can you pass on to him?</li> <li>● How well did our mentor/mentee relationship work for you? What can I do to improve as a mentor for the next officer?</li> <li>● Have you added the new vice president of communications as</li> </ul>

	<p>an administrator on the chapter site and all chapter social media accounts? Have you walked him through training modules or key next steps (like updating officers or writing a post about new chapter leadership)?</p> <ul style="list-style-type: none"> <li>● Has the executive board set a date for a check-in during winter break? Do you know what you need to be working on during the break to have a successful spring?</li> <li>● What will you post on our chapter site/accounts to increase engagement this month?</li> <li>● Have officers registered for the Carlson Leadership Academy?</li> </ul>
<b>January</b>	<ul style="list-style-type: none"> <li>● Have we finalized a communication plan that supports recruitment, member development, and programming?</li> <li>● How will this communication plan impact your online presence (social media, chapter site, etc.)?</li> <li>● How does the communication plan utilize and drive people to the chapter site, where they can apply for the Balanced Man Scholarship or refer a potential member?</li> <li>● Are brothers aware of the chapter’s social media guidelines? How can you help to ensure all brothers are posting in a manner that reflects positively upon the chapter?</li> <li>● What feedback have you received from last semester’s communication efforts? What course corrections or improvements can be made?</li> <li>● Have you added all new executive board members contact information and headshots to your chapter site?</li> <li>● What articles or media will you post on our chapter site/accounts to increase engagement this month?</li> </ul>
<b>February</b>	<ul style="list-style-type: none"> <li>● What do you want to get out of the Carlson Leadership Academy? Are any of your committee members going as Rising Leaders?</li> <li>● After a month back on campus, how do you feel about the progress your committee members have made so far?</li> <li>● How have you communicated or engaged with parents, alumni, and volunteers online so far this semester?</li> <li>● What articles or media will you post on our chapter site/accounts to increase engagement this month?</li> </ul>
<b>March</b>	<ul style="list-style-type: none"> <li>● What do you want to get out of the Carlson Leadership Academy? Are any of your committee members going as Rising Leaders?</li> <li>● After a month back on campus, how do you feel about the progress your committee members have made so far?</li> </ul>

	<ul style="list-style-type: none"> <li>• How have you communicated or engaged with parents, alumni, and volunteers online so far this semester?</li> <li>• What support do the vice president of recruitment and Balanced Man Scholarship chair need, and how are you collaborating with them?</li> <li>• What will you post on our chapter site/accounts to increase engagement this month?</li> </ul>
<b>April</b>	<ul style="list-style-type: none"> <li>• Are you satisfied with how you are ending the semester? How can you adjust the strategy moving forward to make sure you are better prepared for the summer and fall?</li> <li>• What does semester-end communication look like? Will there be a newsletter going out, or social media posts? What did the chapter or individual brothers accomplish this semester?</li> <li>• Is the Balanced Man Scholarship running this summer? Has the application been posted on your chapter site? How will you advertise it?</li> <li>• How will you increase engagement with the chapter site/accounts this month?</li> </ul>
<b>May</b>	<ul style="list-style-type: none"> <li>• What projects do you want to complete this summer to make sure you are successful in the fall?</li> <li>• What updates can you focus on making to the chapter site or social media accounts over the summer?</li> <li>• How will you increase engagement with the chapter site/accounts this month and over the summer?</li> </ul>
<b>June</b>	<ul style="list-style-type: none"> <li>• How have the executive board summer check-ins gone so far?</li> <li>• Has the university released its calendar of events? How can we partner and leverage these events for the chapter’s benefit? Have you added relevant events to your chapter events calendar?</li> <li>• What articles or media will you post on our chapter site/accounts to increase engagement this month?</li> </ul>
<b>July</b>	<ul style="list-style-type: none"> <li>• Have you reached out to the new regional director yet?</li> <li>• Has the executive board drafted the calendar for next semester?</li> <li>• Do any events next year require “save the dates”, and how are you inviting people/communicating dates and information?</li> <li>• What will you post on our chapter site and social media accounts to increase engagement prior to the beginning of the school year?</li> </ul>