iCouldBe Overview
Mission & Reach Since 2000

Provide high school students with an online community of professional mentors, empowering teens to stay in school, plan for future careers and achieve in life.

24,100 Mentees
305,000 Mentoring Hours
12.7 Mentoring Hours Per Mentee
Social Capital is young people’s access to and ability to mobilize human connections and networks of support to help them further their potential and goals.

Why increasing social capital is important:

Research shows that “young people’s connections drive their healthy development, academic success, and access to opportunity. Connections with caring adults and peers correlate with higher levels of student engagement and improved rates of academic motivation.”

Outside of the e-mentoring program, do you have someone like a mentor in your life right now?

2018-2019 School Year
Results based on 934 iCouldBe mentee responses
33% Increase from Pre to Post Survey

2017-2018 School Year
Results based on 1,052 iCouldBe mentee responses
25% Increase from Pre to Post Survey

Source: Who You Know: Unlocking Innovations That Expand Students’ Networks by Julia Freeland Fisher and a study by the Source Institute
Create a fun custom avatar

Activities develop skills & insight

Conversation areas build relationship

Robust content to engage & inform

Mentee custom profile

The iCouldBe Journey

Register

Meet

Participate

Develop

Plan

Succeed

Self Efficacy

Academic & Career Preparation

21st Century Skills

Academic Skills

Proven results increase self-efficacy & career aspirations
### Curriculum: 45+ Engaging Structured Activities

**MISSION** | **QUEST** | **ACTIVITY**
---|---|---
**Welcome** | Welcome To iCouldBe! | Building Webs Of Support | About Your Journey | Making Mentoring Work For You

**I AM**

Meet Each Other | Start Your Journey | The Value Of Mentoring | Building Relationships | Interests, Skills, Strengths | My Milestones | Asking Questions | My Dream Career | Seeking Help | What You Accomplished
---|---|---|---|---|---|---|---|---|---
Succeed In School | What Education Means To Me | School Challenge | Ask Your Mentor | Solutions For Success In School | Who Can Help? How? | Ask For Help | Celebrate Your Accomplishments
Graduate | Preparing For Graduation | Prep For Graduation Challenge | Ask Your Mentor | Solutions To Prep For Graduation | Who Can Help? How? | Reach Out For Guidance | Celebrate Your Accomplishments

**I COULD BE**


**BONUS**

Conversation Area | Conversation Area | Themes From Mission One | Themes From Mission Two | Saying Thanks
Learning | How To Evaluate Schools | Possible Schools For Me | Applying To School | Learning Wrap-Up
Finances | Budgeting 101 | Budgeting For High School Students | Financing School | Finances Wrap-Up
Working | Intro to Resumes | Cover Letters | Interview Skills | Working Wrap-Up

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Mentors and mentees can access iCouldBe on any web-enabled device.
Sample Quest Journey: Pursue Career Vision

Quest 4: Pursue Career Vision

Visualize Your Future

Career Research Challenge

Ask Your Mentor

Solutions For Pursuing Career Vision

Who Can Help? How?

Network For Career Advice

Celebrate Your Accomplishments

About the mentee

Discuss a challenge, with the mentor

Ask the mentor a question

Brainstorm solutions

Identify people who can help and how

Practice networking

Celebrate accomplishments

**Quest Framework**

**CHECK THIS OUT**

What Will I Do With My Life?

- Visualize Your Future

Notable quote:

"Don't let anyone tell you of your imaginability, your humility, or your solidarity. It's your place in the world. It's your JOB. Go on and do it with your feet and more than you can imagine."

**CHECK THIS OUT**

Career path of a video game designer

<table>
<thead>
<tr>
<th>Job</th>
<th>Description</th>
<th>Skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>BF: Half-Life</td>
<td>Good with kids, responsible</td>
</tr>
<tr>
<td>25</td>
<td>Customer Service</td>
<td>Verbal communication, writing, accurate follow-up</td>
</tr>
<tr>
<td>30</td>
<td>Computer Programmer</td>
<td>Problem-solving, logic, math, terminal and coding skills</td>
</tr>
<tr>
<td>95</td>
<td>Video Game Designer</td>
<td>Bachelor's in Animation</td>
</tr>
</tbody>
</table>

**CHECK THIS OUT**

Network with other iCouldBe mentors

- Search a career

**CHECK THIS OUT**

What do you want to do for a living?

- MY NEXT MOVE

"I want to be..."

"I'll know when I see it..."

"I'm really only..."

**CHECK THIS OUT**

Seeking career advice

- "Don't ever let somebody tell you, you can't do something. Not even me. All right? You get a dream, you want to have it. People can't do something themselves, they want to tell you that you can't do it. You want something—go get it. Period."
Mentee Quest Case Studies & Network Map

Quest 4: Pursue Career Vision – Robin's Information

Robin

Mentee

About Robin
Where I’ll live (city, suburb, countryside, setting): A big city
What kind of home I’ll live in: A home with some space, maybe four or five rooms
What kind of work I’ll do: I’m going to be a lawyer
Who I’ll spend time with: My family and friends
What my family may look like: Not sure, but I’d like to have kids and a dog or cat
The hobbies and interests I’ll pursue: Reading, movies, basketball and chess

Challenge
Career name: Lawyer
Skills and Abilities: Listening to others and asking good questions. Problem Solving, working with People and Technology, thinking about the pros and cons of different options and picking the best one.
Education: Professional or doctoral degree
Job outlook and salary range: The salary range is from $58,000 to $208,000 and the outlook is likely

People Who Can Help:

Person #1: Arnold
Role/Description: My uncle's neighbor How they influenced you: My uncle told me his neighbor is a lawyer and worked two jobs while he got his degree, so if I talk to him he can tell me about his experience and give me some good advice for my career journey.

Person #2: Samantha
Role/Description: English teacher How they influenced you: My English teacher can help me because she understands that I like to debate and I'm interested in law and always encourages me. She started to get a law degree but then switched to be a teacher but can tell me about her experience.

Practice Networking:
iCouldBe Mentor I sent a networking email: mentored Career: Law Specialty: Civil Law Job Level: Professional Job Experience: 15 to 25 years

Q1 Someone who influenced me:
In addition to the people below, in this quest you did a networking activity with your teacher.

Person #1: Joe
Role/Description: My uncle How they influenced you: He works hard as a teacher but always has time to hang out or help me with homework.

Q2 People who can help with a school challenge:

Person #1: Sally
Role/Description: My math teacher How they influenced you: She can help me get extra tutoring so I can catch up with the class.

Person #2: Alan
Role/Description: My grandfather How they influenced you: Sometimes we can do a video call and he can help me with my math homework.

Q3 People who can help with my prep for graduation challenge:
In addition to the people below, in this quest you did a networking activity with your guidance counselor or another adult.

Person #1: Cindy
Role/Description: Guidance counselor How they influenced you: I haven't met her yet but after doing this program I sent an email to schedule a meeting and will ask if I'm taking the right classes and other things to prepare before I graduate.

Person #2: Adam
Role/Description: Internship manager How they influenced you: He was the manager for an internship I did last summer and he had recently graduated from college with a degree in engineering, so I can ask him advice on things that helped him before he applied to college.

Q4 People who can help with my career research challenge:
In addition to the people below, you networked by emailing a new iCouldBe mentor mentor.

Person #1: Arnold
Role/Description: English teacher How they influenced you: My English teacher can help me because she understands that I like to debate and I'm interested in law and always encourages me. She started to get a law degree but then switched to be a teacher but can tell me about her experience.

Person #2: Samantha
Role/Description: English teacher How they influenced you: My English teacher can help me because she understands that I like to debate and I'm interested in law and always encourages me. She started to get a law degree but then switched to be a teacher but can tell me about her experience.
## Data Driven Engagement

### Data visualization scoring

#### Mentee data, weightings, scores

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<thead>
<tr>
<th>Mentee</th>
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<th>Weeks Since Reg</th>
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### Improving quality of mentoring relationships

Click link below to hide/unhide column (orange links are hidden)
Data Science & Scoring of Cohort Matches

### Mentee Data

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Visualization of Cohort Participation

Cohort Trendline

YTD: 10/13/2018 to 1/28/2019

End of Week

MENTEES

MENTORS

Cohort Snapshot - Period: 10/1/2018 to 1/28/2019

Mentees

Mentors

Cohort Matrix

Celebrate  Extra Support  Encourage
### Mentee-Mentor Relationship View

**Cohort View Data Points - Period: 9/9/2017 to 12/16/2017**

**School vacation: 11/20/2017 to 11/26/2017**

#### Mentee: Test 123

<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
<th>Mentee Grade</th>
<th>Mentee Score Match (%)</th>
<th>Mentee Score Match (%)</th>
<th># Acts Left in Quest</th>
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<th>Total Posts (%)</th>
<th>% Words Per Act (%)</th>
<th>Act Cycle</th>
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#### Mentor: Test 123

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<th>First Name</th>
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<th>Letter Score Match (%)</th>
<th># Weeks Pered (%)</th>
<th>Total Posts (%)</th>
<th>Avg Words Per Act (%)</th>
<th>Mentor Activity Ratio (%)</th>
<th>Avg Activity Reply Days (%)</th>
<th>Total # Conv (%)</th>
<th>Score (%)</th>
<th>Status (%)</th>
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<td>2</td>
<td>80</td>
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</tbody>
</table>

### Relationship Trendline

**Extra Support**

**Encourage**

**Celebrate**

**YTD: 9/9/2017 to 1/18/2018**

#### Quest Grade History

**Mentor:**
- Total posts: 1
- Avg words per Act: 89
- Act Post Ratio: 1.0
- Avg Act Reply Days: 0.8
- Total # Conv: 2

**Letter Type:** Mentee Commendation  
Date: 11/27/2017

**Legend**
- Excellent
- Satisfactory
- Needs More Work
- Similar to previous grade
- NA (Not Applicable)

**Dates:**
- 5/25/2017 (W)
- 5/29/2017 (M)
- 5/30/2017 (M)
- 6/15/2017 (M)
- 6/19/2017 (W)
- 7/11/2017 (M)
- 12/24/2017 (M)
Mentee and Mentor Feedback Loops

Mentee Feedback

Mentor Feedback

Mentee Pre-Survey
Please take a few minutes to complete this survey. Your input will help us improve our program. Please answer all questions honestly or estimate if unsure.

1. How old is your mentee?
   - Male
   - Female
2. What is the race/ethnicity of your mentee?
   - Asian/Pacific Islander
   - Black/African American
   - Hispanic/Latino
   - Native American/Alaskan Native
3. How do you feel about your mentee’s progress?
   - Satisfied
   - Neutral
   - Dissatisfied

Mentor Monthly Calls

Registration Quiz

Question 5
Your mentor has made two new posts in the iCouldBe community. Which one is the most recent?

- A: Click “new” or “old” if you don’t remember.
- B: Click “new” and respond to the last activity the mentor has reached.
- C: Click “new” and respond to all 4 activity posts.

Correct?
It is important to match and reinforce your mentor’s commitment by posting at least once every activity. Support mentors who share personal challenges, encourage mentors who are writing approval goals, and if your mentor has completed a last posting activity, your post can be as simple as “Great job!”

Mentor Training - Question 1
All activity takes place within the safe and secure iCouldBe online platform. What type of information is shared for mentors and mentees to share?

- Name, areas of interest, gender, favorite hobbies/interests, fun facts
- Mentor-approved, personal chat, data, or posts, areas on the platform
- Mentor-approved, personal chat, data, or posts, areas on the platform
- All of the above

Correct?
As a communication tool, your iCouldBe mentor is an iCouldBe platform. It is important to stay engaged in conversations and respond to communications in a timely manner.

Mentee Focus Group
Help iCouldBe get even better! Have your mentee participate in a Focus Group!

Mentee Participation

These first questions ask about your relationship with your mentor.

1. Please rate the following statements that describe your mentor or what you discuss with your mentor: “My mentor...”
   - Strongly Agree
   - Agree
   - Strongly Disagree
   - Disagree

Average Reported Self-efficacy on Pre and Post

Post-Program Survey

My Experience with the iCouldBe Program

On a scale of 1 (strongly disagree) to 5 (strongly agree), please rate the following statements.

- I enjoyed meeting and interacting with the mentor.
- My mentor(s) were respectful of their behavior towards me.
- It was able to share my career experiences to help my mentee(s).

Post Survey Results

I was satisfied with the quality of the communication with my mentee(s).
Mentees Achieve Important Outcomes

Mentee Survey Results 2018-2019

Pre to Post Program % Change

**Career Exploration**

- **+17%** Can create a roadmap plan to reach a desired career
- **+16%** Know how to research different careers online

**Post Secondary Planning**

- **+14%** Know how to research colleges online
- **+21%** Know different ways to pay for college
- **+26%** Know how to apply to college

**Self Knowledge & Self Advocacy**

- **+10%** Know how to create strategies to reach goals
- **+11%** Know how to ask for help reaching goals
- **+8%** Can successfully manage time
- **+12%** Can do well at an interview (job or college admissions)
- **+15%** Know how to write a professional email

**Mentoring Relationship**

- **92%** My mentor praises me and encourages me to do well
- **90%** My mentor helps me challenge myself to succeed
- **91%** Overall, I enjoyed working with my e-mentor

**iCouldBe Program**

- **87%** would recommend this program to others
- **87%** were very satisfied with this program

Note: results represent % of 934 mentees who completed the mentee survey and ‘Agree’ or ‘Strongly Agree’ with each statement.
The iCouldBe Partner Journey

Partner
- Funder
- Administrator
- Mentors
- Mentees

Define
- Participant #s
- Frequency
- Duration
- Outcomes

Prepare
- Recruit
- Screen
- Train
- Safeguard

Launch
- Register
- Match
- Engage
- Develop

Support
- Monitor
- Intervene
- Encourage
- Celebrate

Succeed
- Survey
- Analyze
- Report
- Assess
Get Involved. Contact Us.

Potential School Partners & Mentors

Please contact:

Michelle Derosier
Chief Program Officer
michelle@icouldbe.org
Phone: 917-608-7093

Participating Teachers, Mentors, & Mentees

Please contact:

Denevia Archer-Mullings
Associate Director of Programs
denevia@icouldbe.org
Phone: 646-734-9284

Liz Ward
Program Manager
liz@icouldbe.org
Phone: 646-935-9282

Funders, Researchers & Partners

Please contact:

Kate Schrauth
Executive Director
kate@icouldbe.org
Phone: 646-734-8133

Wendy Siegelman
Chief Operating Officer
wendy@icouldbe.org
Phone: 646-895-6044
Thank you!