



Young Professionals Career Engagement Program

Introduction & Best Practices

Exploring our Free Mentoring Program for Individuals
Ages 16-35.

Developed by the BYU Management Society



*This is a community effort and
a labor of love*

Our History

- Inspired by the success of a career mentoring program in Colorado Springs within the Young Single Adult Program of the Church of Jesus Christ of Latter-day Saints
- Moved to the BYU Management Society to take advantage of the Society's significant professional network
- Opened to married and single young adults ages 16-35. No affiliation to BYU is required to participate as a mentee, mentor or coach.
- Changed to a regionally administrated program versus a chapter-led program to stimulate a wider global impact

The purpose of this presentation:

Introduce BYUMS members and community leaders to an exciting and proven mentoring program that will:

- Provide new purpose to the BYU Management Society
- Grow our worldwide membership
- Engage BYUMS members in working with individuals to explore and jumpstart meaningful and productive careers
- Broaden the exposure of the BYUMS within communities
- Be an influence for good in the community
- Grow community efforts to benefit young adults

The issue:

Individuals often struggle with the transition from their formal education years to a substantive career. They may do well in school, but oftentimes have **difficulty connecting with professionals** in their chosen career field of interest. This disconnect may cause them to **not realize their full career and earning potential**. They may also **put off critical life decisions**, such as serious dating or marriage, because of concerns about supporting a family.

Mentoring is one of the core objectives of the BYU Management Society

One of the primary missions of the BYU Management Society is to help individuals thrive by assisting them in exploring and jumpstarting successful careers. To this end, we have developed the *Young Professionals Career Engagement Program* (<https://byums-mentoring.byu.edu/>), a free career mentorship program for single and married young adults ages 16-35.

Our Mission:

The mission of the Young Professionals Career Engagement Program is to help individuals ages 16-35 jumpstart successful careers through mentorship with seasoned professionals in their career field of interest. These professionals share their career experiences and knowledge to help them enter the workforce as confident, committed and ethical professionals.

Our Target Market:

- The Young Professionals Career Engagement Program is available to single or married individuals, ages 16-35. There is **no cost** to participate in the program.
- It is available to individuals seeking a **blue-collar profession** such as a plumber, electrician, chef, or hair stylist or a **white-collar profession** such as a teacher, lawyer, financial advisor or doctor.

Groups of people that are strong candidates for this program:

- Individuals exploring different career or education paths
- Individuals seeking to jumpstart their careers
- Recently returned missionaries – “My Plan for Returned Missionaries”
- Pathway students/graduates
- Self-reliance participants
- Launching Leaders graduates

We collaborate with organizations helping young adults to succeed such as:

- The Skep Foundation
- The Academy for Creating Enterprise
- Interweave Solutions

Benefit to Mentees:

- Whether an individual is exploring his or her career options or has settled into their career path, **connecting with experienced professionals can help jumpstart a successful professional career.** We have been counseled to “prepare every needful thing.” The program supports individuals with a desire to build a career that is goal-oriented, financially rewarding and engaging.
- The program will assist in helping them to **enter the workforce as confident, committed and ethical professionals.**
- Allows individuals an opportunity to **explore various career fields** before spending the time and money necessary to gain the education and experience required to enter that career.
- Helps individuals **develop meaningful careers** which can help them to move forward with **critical life steps** such as getting married and raising a family.

Benefit to our Communities

- **Home country benefit.** By helping individuals secure good employment or start new businesses within their home country, we build upon that country's intellectual capacity, employment base and economy. A strong economy can create a vibrant and productive society providing a stable base to generate new employment opportunities.
- **Positively influences the community** by helping young adults to become energized, focused and productive citizens.
- Engages **business and civic leader interaction** with Young Professionals in the community.
- Provides a proven program in which **professionals** in the community mentor **individuals**

Benefit to the BYUMS and to our members:

- **Directly supports the mission of the Society** in "Growing moral and ethical leadership around the world."
- Provides a powerful service that can **dramatically improve the lives** of the younger generation and recent college graduates.
- Injects **new purpose and excitement** into the Society.
- **Utilizes the power of connection** between the individuals enrolled in the program, members of the BYUMS, the business community and Brigham Young University.

Additional Benefits to the BYUMS:

- Provides a vehicle for the **BYUMS to further expand its influence worldwide** and **engage its members and other community leaders** in positively influencing our next generation of leaders.
- Assist our chapter members and others ages 16-30 in **developing meaningful careers.**
- Encourages **new BYUMS chapter membership.** Young adults and professionals participating in the program are encouraged join a local BYUMS chapter.
- **Supports our mission** of reaching out to millennials, return missionaries, women and recent college graduates by providing a powerful service that can dramatically improve their lives.

Benefit to our BYUMS Chapter Members:

- This program allows our **chapter members a way to “give back”** to their profession while assisting the next generation to successfully transition from their academic years into their professional careers.
- By “giving back” our chapter members can **experience the joy** of helping others to move forward in their lives.
- **This work is a labor of love.** Chapter members serve young adults with the single goal of blessing their lives and helping them to launch meaningful careers.

The Young Professional Career Engagement Program is divided into two options for mentees

Option One:

Introduction to a Professional Program— open to all individuals ages 16-35 who have an interest in pursuing an education or a career in a chosen field or vocation. This program utilizes a network of successful professionals who are willing to provide the Young Professional with an introduction to that profession and summarize the education and skills required for him or her to be successful in that profession.

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Option Two:

Young Professionals Career Coaching Program – a formal coaching relationship utilizing the assistance of volunteer Career Coaches who are experienced professionals working in a variety of occupations. The purpose of this program is to: (1) teach individuals job search skills in group and one-on-one settings (2) help them to create effective resumes and cover letters (3) conduct mock job or informational interviews and (4) connect them with seasoned professionals (mentors) in the young adult's career field of interest.

Case studies:

- An individual was considering pursuing a career as a **physical therapist**. Before he started his educational training for this field, we introduced him to three practicing physical therapists for informational interviews. He shadowed them while they worked with patients.
- A young adult with **autism issues and a welding certificate** was having trouble securing a job in welding because he didn't interview well. We asked a local owner of a welding and fabrication company to be his career coach. In their first meeting together, the young adult was offered a job with the company.
- A mentee graduated in **business finance** with a very high GPA didn't know what she wanted to do professionally. She participated in seven informational interviews and discovered her passion in **construction**. She started her career as an estimator of a large commercial construction company and has advanced rapidly.

Case studies continued:

- A young lady who had a **paralegal** certificate was having a hard time finding employment. We introduced her to several attorneys and law firm office managers. They helped her perfect her resume and interviewing skills. She landed a great job as a paralegal.
- A young man was graduating from college with a major in **game design**. We didn't have anyone in our chapter with skills in this field. We asked a founder of a software company in Silicon Valley to assist him in updating his resume and personal website. The student landed a great job in software engineering.
- A young man was graduating from the University of Colorado in International Business. He was very interested in exploring a career in **financial services** and needed help polishing his resume and interviewing skills. Through his coach, he conducted multiple interviews with financial advisors. He landed a great job with a respected financial services firm.

Our Program Gets Results:

- Mentees participating in the program have participated in hundreds of **informational interviews** with industry leaders.
- Through informational interviews, participants have received a much **clearer understanding of various occupations** in which to pursue.
- We have had a significant number of young adults find **attractive full-time employment** as a result of participating in the program.
- Chapter members and other community leaders have benefited by being a **coach or mentor** to mentees.

We changed the administration of the program from chapter-based to regionally-based for the following reasons:

- Reduce the administrative burden on our chapter leaders.
- Increase our offering to young adults beyond the geographical limits of our chapters participating in the program.
- Increase BYUMS member participation as mentors and coaches.
- Streamline the program, broaden our offering, and enhance our program oversight
- Utilize technology to track the mentees registration and progress plus provide metrics to evaluate the effectiveness of the program.

The Players:

- **BYUMS Regional Directors:** Nominates individuals to serve as Regional Specialists for the program.
- **YPCEP Regional Specialists:** Understands the program in depth and champions it with chapters and the community. Liaise with chapters to raise awareness of the program within their region. Builds a team to administer the program regionally.
- **BYUMS Chapter Leaders:** Encourage chapter members to register as mentors and/or coaches.
- **Career Coaches:** Work directly with Young Professionals to maximize their career preparation skills and to introduce them to mentors.
- **Mentors:** Seasoned professionals within or outside of the community that are willing to share their career story and advice for jumpstarting a career with Young Professionals utilizing in-person or virtual informational interviews.
- **Young Professionals:** single or married individuals, ages 16-35 interested in exploring or jumpstarting their careers.

Best practices of chapters to help young adults build successful careers:

- Encourage young adults to register for the Young Professionals Career Engagement Program.
- Introduce Young Professionals to your chapter membership via an email. Include the **young adult's resume and cover letter**.
- Email chapter members with **new job opportunities**. This encourages greater chapter membership so that they become aware of these new opportunities.
- **Introduce** Young Professionals at chapter meetings.
- Consider linking **chapter scholarship award** recipients to participation in our mentoring program.

The Beauty of the Program is in its Simplicity

It is simply seasoned professionals providing their expertise and assistance to help individuals explore and jumpstart successful careers.

Plug and Play:

The program is established and ready to accept registrations as Young Professionals, coaches and mentors.

Our website: <https://byums-mentoring.byu.edu/> :

- Details explaining the “**Y**” **and how** to participate as mentees, coaches, and mentors.
- **Testimonials** from individuals that have participated in the program
- **Registration links for mentees, mentors and coaches.** Registration details are automatically forwarded to the YPCEP regional specialist.
- A **guidebook** that includes discussion topics and career building websites for the coaches and mentees to review. Note that the guidebook is also helpful for anyone who is seeking to initiate or build upon their career.
- **Training videos** for mentees, coaches and mentors
- **Learn from Professionals** page which is a repository of informational interviews conducted with seasoned professionals in a variety of industries.

Website versions currently available in:

- English
- Spanish
- Chinese
- French
- Portuguese

Training Videos on the Website:

- Introduction and best practices for running the program regionally
- Welcome Young Professionals
- Welcome Career Coaches
- Coaching Tips
- Conducting an Informational Interview
- Self-reliance videos

Other website tools:

- Marketing the program to Young Single Adult and family wards
- How to introduce an individual to a professional for the purpose of conducting an informational interview
- Certificate of graduation
- Sample career building workshops for BYUMS chapters to host
- Program introductory email to new Young Professionals and Career Coaches
- Other helpful website links

Best practices for making this program successful:

- **Keep it simple.** This is **not a complicated program**. It can easily be modified to meet the needs and resources of the chapter. *It is simply seasoned professionals providing their expertise and assistance to help individuals explore and jumpstart successful careers.*
- **Encourage** chapter members to register as coaches and/or mentors. These individuals will work directly with the regional specialists.
- Encourage individuals ages 16-35 to register for the Young Professionals Career Engagement Program.

Our short and long-term goals:

- Introduce the program to BYUMS members **globally**.
- Build upon our series of **career engagement workshops** (see coaching/mentoring resources on our website) and launch them as BYUMS workshops or co-brand them with other entities such as YSA Institute.
- Provide access to the **BYUMS' global intellectual capital** of our mentees and career building resources.
- Continue to build out the “**Learn from Professionals**” page of our website with interviews of top professionals in various industries.
- Build our “**Mentoring Webinars**” page of our website.

Questions?

If you have questions or are interested in learning more about The Young Professionals Career Engagement Program please contact BYUMS HQ or

Scott Pann, Vice President-Mentoring, Global Board, BYU Management Society

719-339-9638

Scott.Pann@gmail.com