

MENTOR & MENTEE MANUAL



SAN DIEGO STATE
UNIVERSITY

Lavin Entrepreneurship Center
College of Business Administration



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LAVIN ENTREPRENEURSHIP PROGRAM

WELCOME TO THE LAVIN ENTREPRENEUR MENTOR PROGRAM

Thank you for joining the Lavin Entrepreneur Mentor Program. You are starting down a rewarding and exciting journey towards mentoring students who are proud to participate in our prestigious Lavin Entrepreneur Program.

If you were not selected to be a one-on-one Lavin Mentor, you were selected to be a Mentor-at-Large. Your name will be added to the Lavin Entrepreneurship Center website and you can expect to hear from students who reach out to you, potentially be selected to judge competitions, and potentially be asked to speak at events.

THE LAVIN ENTREPRENEUR PROGRAM This program engages a select group of talented undergraduate students from across the campus in an unforgettable experience designed to prepare them for an entrepreneurship-oriented career. Graduates of this two year program will be able to identify and evaluate new business opportunities, understand the roles and responsibilities of an entrepreneur and to marshal and deploy resources in order to launch and build new ventures. In addition, they will develop potentially life-long relationships with their fellow Lavin Entrepreneur students, industry experts, faculty and mentors to fuel their careers.

A GREAT MENTOR / MENTEE RELATIONSHIP IS QUALITY OVER QUANTITY Becoming a mentor entails participating in various activities with your Lavin Entrepreneur Mentee, such as having a positive initial contact meeting and then communicating with your student at least monthly. We also strongly suggest that you find ways to directly involve your mentee into your world by allowing them to “shadow” you at a business meeting, attend a networking event with you or just grab a meal together. As a mentor, your sole objective is to help your student develop his/her skills and increase their chances for success after college.

WHAT MAKES A GOOD LAVIN ENTREPRENEUR MENTOR

- Mentees are responsible for maintaining relationship and meeting monthly
- Mentees seek to learn from their mentor’s experiences as a business professional, their successes and failures and their involvement with the community through their professional and nonprofessional activities
- Mentees are required to invest the time to properly experience and learn about entrepreneurship opportunities through interactions with their mentor.
- Mentees are responsible for being prepared before each scheduled meeting on what they would like to discuss.
- Mentees and mentors will be responsible for completing a short survey each month pertaining to your mentor/mentee relationship

Allow students to speak with you about both their business and personal lives to help build a stronger connection. We encourage the relationship to not be strictly about business only.

GETTING STARTED: ACTION ITEMS BEFORE BECOMING A MENTOR

We have prepared this guide to assist you, the mentee, in organizing activities that will help you and your mentor to get the most out of this experience.

To get off to a good start as a mentee, take the following steps:

1. During the summer, before the start of a new academic year, complete a short biography about yourself of about 250 words, including a professional photo which should be on a clear white background if possible. Send your documents to the Lavin Entrepreneurship Center Mentor Coordinator.
2. Create a short video that gives mentors a glimpse of who you are. Here you can share your major, future goals and business, career or other personal aspirations. Also include what you are looking for in a mentor.
3. If you do not have one already, create a linkedin profile. Here you will be able to connect with your Lavin cohort, other mentors in the program, as well as business professionals you will meet throughout the program.
4. There will be a Mentee-Mentor matching process before officially being paired with a mentor in the fall. This process will provide a way to determine if the chemistry between the mentor and mentee is compatible. After we have paired you, there will be a designated meeting designed for students to meet their mentors and get a chance to express their interests and future endeavors.



“The delicate balance of mentoring someone is not creating them in your own image, but giving them the opportunity to create themselves.”

— Steven Spielberg

PROGRAM TIMELINE –

COMMUNICATIONS FROM THE LAVIN ENTREPRENEURSHIP CENTER

1. Recruitment of the next cohort of Lavin Entrepreneur Students (Applications; Mid- March - Early April) (Finalize interviews; Mid-April - Late April/Early May)
2. Pre-Program Acceptance (Late May - Early July)
3. Invitation to kickoff Breakfast or Small Meeting session. (Late August- Early Septem- ber) (Week 2-3 of School)
4. Send out agreement and Goals and Milestones forms to all students and men- tors. (Right after mentor breakfast; week 3-4 of school)
5. Organize mentor network events with students; can be hosted at the mentor's home. (Week 7-8 of school; Mid-October)
6. Semester 1 learning report (Mid December; approximately Week 14)
7. Goal and Milestone Revision/Edit (Mid January- Week Before Semester 2)
8. Semester 2 Learning report (Late April; Early May)
9. Goal and Milestone Revision/ Edit (Mid-August; before the start of Semester 3)
10. Semester 3 Learning report (Mid-December)
11. Goal and Milestones Forms are sent to all students and mentors (One week before semester 4; Mid-January)
12. Semester 4; End of Program Evaluation

STAY ON TRACK

Monthly Mentor/Mentee Survey– All mentors and mentees will fill out a short monthly survey to give us feedback on how your mentor/mentee relationship is going. This also allows us to know if there needs to be any adjust- ments. This survey will be sent out monthly by the program coordinator using google forms.



MENTOR-MENTEE RELATIONSHIP

In ideal scenarios, we expect and hope that your mentor/mentee relationship will endure for the entire two years of the Lavin Entrepreneur Program and beyond. We do our best to establish productive pairings of mentors and mentees at the beginning of the program.

The program is designed to enhance the chemistry between the mentor/mentee. When it's there, they will have a great experience. Without putting value judgement - if you feel like the chemistry isn't there, or you no longer feel that the pairing is productive, notify the Lavin Mentor Coordinator and give us an opportunity to find a new relationship. We will do our best to make alternative arrangements for either party.

It is our intention and desire that both parties develop positive experiences and benefits from this relationship.

MENTOR GUIDE

REMAIN FLEXIBLE Mentees are often managing classes, jobs, clubs, social life and the Lavin Entrepreneur Program. Take time to understand and consider sharing how you managed your time with so many competing priorities.

MENTORSHIP GOALS, MILESTONES & AGREEMENT DOCUMENTS Take the needed time at the beginning of the mentorship relationship to discuss and then clearly define the mentee's goals for the program. Then establish an agreement to manage the relationship with a set of milestones and timely check-ins.



BE RESPONSIVE If you become busy and are unable to talk, be honest and timely with your mentee about your commitments. Reschedule your conversations or send a brief note explaining your situation and when you will be available to meet in person, talk over the phone, or have a zoom meeting. Book the next date right away.

RESPECT BOUNDARIES Get to know your mentee on a personal level while maintaining professionalism. Meet in appropriate places that are easy to access and are in safe locations.

PARTICIPATE IN VOLUNTARY MENTOR PROGRAMS The following mentor/mentee programs are voluntary, but can bring tremendous value to the students. Please participate if possible.

1. Mentor Orientation
2. Be involved in the Mentor/Mentor matching process.

3. Attend Kick-off Meeting

- This enables you to meet your student mentee, other mentors and the Lavin Entrepreneur Center Leadership team. A brief overview of the program, roles, responsibilities, forms and resources are shared and discussed.

4. Host or Participate in Mentor Hosted Social & Networking Events

- Consider hosting a social or professional event in your home or place of work.
- You and your mentee may attend any number of casual social events that our program committee organizes throughout the year.

5. Participate in Classroom Activities

- Mentors may be asked to conduct mentor workshops during the first and second year class times on topics based on their skill sets. Examples of workshops can be:
 - Personal media branding
 - Startup efforts
 - Social media marketing
 - Leadership development
 - Hiring employees
 - And many more....

If you have an idea for a workshop you would like to facilitate, please let the Lavin Mentor Coordinator know.

LAVIN MENTORSHIP ACTIVITIES

Lavin Entrepreneur students and mentors can spend time together in many ways to help identify needs and opportunities to support the student's entrepreneurial goals and aspirations. Each mentor and mentee will likely have unique ideas as to how to spend time together, where sharing knowledge from academics, work experience and networking relationships will take place. To help supplement these ideas, the Lavin Entrepreneurship



The center has gathered a possible menu of mentorship activities that may help stimulate ways of working together as a mentor and mentee. Please review the following list of possible activities to support your mentorship collaboration.

ONE ON ONE TALKS – COFFEE SHOP, LUNCH, ETC.

Schedule “one-on-one” meetings to establish clear goals, milestones and the Lavin Entrepreneur agreement. Use these opportunities to help build plans for the near and long term. Discussions may also include topics such as understanding and appreciating the mentors path to success, recommended skills, habits and life lessons. Stay connected throughout the relationship with random check ins and short calls.

BRAINSTORM NEW BUSINESS IDEAS

Brainstorm new business opportunities in targeted industries, technologies and services that can lead to potential, highly valuable and appreciated experiences for the mentee and mentor. If appropriate, additional persons can be invited to the brainstorming sessions.

VISIT MENTOR IN THEIR WORKPLACE ENVIRONMENT

Mentees and mentors have identified that having the student mentee join them in the workplace environment by “shadowing” them in the typical work day can be highly informative. Doing so also helps the mentee to better appreciate the complexities of running and/or managing an organization.

RECOMMEND INSIGHTFUL RESOURCES

Mentors can discuss and recommend interesting and valuable learning tools such as books, journals, magazines and video programs that have helped them become successful entrepreneurs or leaders in their lives. We recommend picking a book to read or podcast to listen together and discuss when you meet with one another.

ATTEND PROFESSIONAL NETWORKING EVENTS TOGETHER

Attending professional events together can help the student mentee understand and practice how to prepare, implement and follow-up with contacts. These events are helpful for idea sourcing, job searching, sales generation, networking and building overall knowledge.

ASSISTANCE TO BUILD PERSONAL BRAND

Assist your mentee plan and develop the components of building their personal brand as an entrepreneur or professional in the field. Developing and refining their resume, LinkedIn profile, elevator speech and interview or “pitch” Q&A's can be very helpful to have available on demand.

INTRODUCTION TO APPROPRIATE PERSONAL NETWORK CONTACTS

If appropriate and if the student mentee has earned the opportunity, introductions to the mentor's network contacts can help the mentee broaden their connection base and grow their potential within an industry and desired profession.

PARTICIPATE IN THE LAVIN ENTREPRENEUR CLASSROOM

Mentors may volunteer or be asked to participate as a guest speaker or member of a panel to share their learnings and advice on a variety of entrepreneur topics. The Lavin Entrepreneur students are required to complete four courses over the two year program.

Note: Please suggest to the Lavin Entrepreneurship Center Leadership team any other ideas for meaningful mentor/ mentee engagement activities.

Mentors giving some thoughtful work assignments for mentees to do

There may be times when the mentors feel certain assignments would help move the mentee forward in their entrepreneurship journey. We recommend mentors add some assignments throughout their relationships with dates to go over the assignments to expand their knowledge and experience.

Putting on google calendar a set date and time to meet

Make sure to always set your meeting date every month for the next meeting and put it into the calendar right away. If either party needs to reschedule, make sure to reschedule on the spot in order that too much time does not pass before the meeting.

LEARNING OBJECTIVES BY SEMESTER

SEMESTER 1: BA 311

In this course, students will be introduced to entrepreneurship as a potential path for future career development. Entrepreneurship is about creating and building something of value. An entrepreneur is someone who creates or seizes an opportunity and relentlessly pursues it without regard to the resources currently controlled. Within the broadest definition, entrepreneurs are found throughout all facets of life. Accordingly, in this course, students will begin their journey of developing their entrepreneurial competencies and professional networks. Additionally, students will be introduced to the basics of ideation and opportunity recognition.

SEMESTER 2: BA 312

In this course, students will continue building their entrepreneurial competencies and mindsets. The class emphasizes the utilization of entrepreneurship frameworks for business opportunity assessment and ideation and feasibility analysis techniques in ventures. Interacting and negotiating with strategic partners will also be highlighted.

SEMESTER 3: BA 411

In this course, students will focus on developing an idea for launching a new business venture. Throughout the course, students will engage in significant customer development activities that are designed to test assumptions based on market feedback. Using Lean Startup principles, students will learn to make pivots when appropriate, leading to multiple iterations from their original business idea.

SEMESTER 4: BA 412

In this course, we will focus on company creation activities. Building upon the “iterated” business model canvas produced at the end of BA 411, students will be exposed to the types of challenges, issues and decisions that must be made while formulating their launch plan. By the end of this course, students will develop and present an investor pitch of their proposed new business venture.



A mentor helps you to perceive your own weaknesses and confront them with courage. The bond between mentor and mentee enables us to stay true to our chosen path until the very end.

— Anonymous



The formula for my success can be the formula for yours as well. Determination. Pride. Vision. And, above all, a competitive streak that will never allow you to settle for second best because... winners make it happen.

– Leonard H. Lavin