

Tiffin University MBA: Individual Career Development Plan For Mentoring Partnerships

Mentor: Shanette Buford-Brazzell

Mentee: Kori Brown

Short term goals (what mentee plans to accomplish in several months):

Over the next several months, Kori plans to become involved with the WISE Cleveland membership committee. The goal is to brainstorm ways to grow the local chapters membership at the college level and set those ideas into action. We will also be planning social events to create networking opportunities for members (i.e. Happy Hour events, sporting event outings, etc.). We will look at ways we can use social media (Instagram and Facebook) to grow the chapter in Cleveland, similar to the ways other chapters around the country have done.

Steps to take to meet short term goals:

- Daily interaction between Kori and Shanette are scheduled (calls and meetings)
- Create a shared google document to allow both to have access to ideas 24/7
- Investigate other chapters social media footprint as a way to guide our plan

Mentor's suggestions/guidance for short term goals:

- Continue to conduct research and brainstorm strategies to enhance WISE Cleveland membership by looking at the various target audiences (which are members demographics fit)
- Conduct informational interviews with other WISE chapters (i.e. WISE Detroit, WISE Chicago, etc) with their membership committee to learn best practices
- Research what similar organizations and associations (i.e. sororities, clubs, etc) are doing on social media platforms to promote membership and solicit members to the groups

Steps mentee will take before next meeting with mentor:

- Determine where other chapters are located and how they use social media
- Brainstorm ideas for membership events
- Make schedule adjustments to accommodate calls with Shanette
- Make a list of ideas to discuss over the next few months

Date Discussed

May 1, 2018

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Medium range goals (1-3 years):

- Kori's goal is to stay involved with the networking organization past the requirements of SRM 670
- Kori would like to become an active member of the board moving forward in years to come

Steps to take to get there:

- Staying actively involved
- Attending social events, including Women of Inspiration
- Continue to renew membership

Mentor's suggestions/guidance:

- Continue to stay involved with WISE Cleveland chapter through your membership, volunteer and help with the membership and other committees; learn about the membership benefits of WISE, help plan various programming/events
- Become an active member now while you are a student, membership cost for students is \$75.00, learn much as you can and show interest to be a member of the board when you feel you are ready

Long range goals (3-10 years):

- Again, staying involved with the organization
- Grow membership of the Cleveland chapter
- Incorporate the use of social media to grow membership
- Plan events that will reoccur year after year
- Kori would like to connect with another member of the organization in hopes to lead to a permanent place of employment in the Cleveland sports industry

What options does mentee have to consider in order to reach those goals?

- Kori must stay involved in the organization to see these things through over the next few years

Mentor's suggestions/guidance for long range goals:

- Continue to stay involved with WISE Cleveland chapter, research and reach out to other WISE chapters
- Conduct informational interviews with women from WISE Cleveland chapter and other chapters, to learn about their career in sports
- Apply for the WISE Within Mentoring Program as a mentee, develop a career map that includes goals, dream companies, roles and ideal career in the sports industry