

PRSA-NCC Mentorship Program: FAQs

What's the significance of this program?

Our chapter members have often asked for a way to “give back” to fellow members while other members have requested a more formal program for them to secure trusted advice about their jobs and career advancement, as well as to build rewarding relationships with others in the profession. Mentorship offers a rewarding opportunity for our members to share the sort of advice they “wish they’d had” when they were starting out.

The program helps PRSA-NCC members to understand how to succeed and advance in today’s communications workforce. It also provides them with access to your specific set of experiences—things that might never be learned in a classroom or book.

The ideal result is a relationship that enriches both the mentor and the mentee and strengthens our PRSA chapter and the profession.

How will a mentee be chosen for a mentor?

PRSA-NCC’s evaluation forms and membership process allows members to request to be a mentor or to be matched with a mentor. Any member we select for you is a member in good standing who has requested a mentor with skills or experiences that you have shared with us.

A panel of PRSA-NCC leaders will review mentee requests and do our best to find a suitable professional mentor. There are opportunities to re-evaluate the relationship periodically. Mentors and mentees can also mutually agree to extend the relationship beyond the initial period.

What is required of the mentor?

We know that your time is limited and valuable. We hope that you will be *reasonably* available to your mentee. Face-to-face meetings are very valuable, but we understand that such meetings may not always be possible. That being said, having an in-person meeting for your first or second session, helps to create a better connection. Communication is the key to successful mentorship. Meeting schedules and contact methods are left to your discretion.

What is required of the mentee?

You will be given guidelines on how to conduct yourself when interacting with your mentor. We expect that you will be professional and well prepared in interactions.

PRSA-NCC will check in with both of you periodically to understand your assessment of the relationship. The goal is not to interfere in the mentorship relationship, but to remain a helpful guiding resource.

How will I meet my mentee/mentor?

PRSA-NCC leaders will offer an email introduction, and the rest is up to you. We typically recommend that the mentee initiate the first contact and you work together to schedule your first session.

During your first meeting, we encourage you to set some goals for this partnership. PRSA-NCC will offer some tips and strategies for you both to follow and provides an agreement form that you should complete together in your first meeting or conversation (e.g. frequency of meetings, contact information, roles/responsibilities). It is up to you and your mentee to decide what is reasonable and fits your schedule. We typically recommend meeting or having a phone conversation about once a month for the duration of the mentorship partnership.

How long will this mentorship last?

Before you accept, we would ask you to commit to mentoring or being mentored for at least three months, though six months is preferred and an option. Ideally, we'd like for this pairing to result in a relationship that is mutually beneficial during the mentee's career and creates a lasting connection.

What should I do if I have a problem with or concern about my mentee/mentor?

Contact [Sultana Ali](#) or [Sherri Core](#) at PRSA-NCC immediately. We will respond and work quickly to resolve your concerns.

What do I do if I cannot complete a three or six-month commitment to work with a mentee or mentor?

We understand that your career and family commitments could unexpectedly create a situation in which it's challenging to be available to your mentor or mentee. It's possible that you could still have a productive and valuable relationship even though you're unable to be in touch as often as you like. Contact [Sultana Ali](#) at PRSA-NCC to discuss whether you'll need to formally suspend your participation in the mentorship program.

What benefits might there be if I am pursuing or currently hold APR certification?

The APR maintenance application has two places for mentorship. They are both worth the same amount of points but fall into two different categories.

The first place it shows up is in the Continuing Education and Professional Development category - serving as mentor for candidates in the pipeline counts as 2 points per year.

The second place it shows up is in the Professionalism category – “...special participation in activities such as mentor, professional advisor and newsletter editor.” It also counts as 2 points per year. This would be the most appropriate category for mentors.

Additional questions or concerns?

If you have any additional questions or concerns about our PRSA-NCC Mentorship Program, please contact [Sultana Ali](#).

Thank you for giving your time and expertise to our mentorship program!