

2020-2022

# STRATEGIC PLAN



**MENTOR**  
NEBRASKA

# ABOUT MENTOR NEBRASKA

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MENTOR Nebraska, formerly Midlands Mentoring Partnership, was launched in 1999 to improve the number and quality of mentoring programs available for Nebraska's youth. For more than 20 years, we have led the mentoring movement to ensure youth and mentors have access to high-quality mentoring experiences. We support and collaborate with more than 200 mentoring programs that serve 14,000+ youth across Nebraska. While growth is a vital component of connecting more young people with mentors, we are dedicated to making sure those connections are quality matches made through quality mentoring programs.

## VISION

MENTOR Nebraska's vision is for every young person to have the supportive relationships they need to grow and develop into thriving, productive, and engaged adults.

## MISSION

MENTOR Nebraska fuels the quality and quantity of mentoring relationships, strengthens collaboration, and advocates for mentoring.





# OPERATING PRINCIPLES

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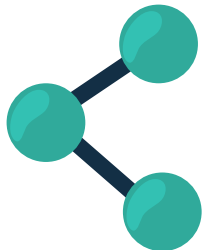
## CHAMPIONS FOR YOUTH

- We believe young people are fully capable of thriving and reaching success in their lives. We celebrate and recognize the many strengths and assets youth possess
- We are committed to diversity, equity, and inclusion in all areas of our work



## PROMOTERS OF EXCELLENCE IN MENTORING

- We promote the use of data and embrace high standards for quality, innovation, and continuous improvement



## CAPACITY BUILDERS & CONNECTORS

- We provide technical assistance and professional development opportunities for educators, staff, and community providers
- We connect mentoring programs for cost efficiencies and collaborations
- We unify voices to strengthen the mentoring field



## CHANGE AGENTS

- We examine data to identify trends and gaps in services
- We research, promote, and provide support for promising new initiatives and innovation in mentoring
- We support the launch and growth of new programs and encourage the growth of established mentoring programs



# BACKGROUND

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In 2019, Midlands Mentoring Partnership branded itself under a new name, MENTOR Nebraska. The name change formalized the statewide expansion of services and signified a strengthened affiliation with MENTOR: The National Mentoring Partnership.

Since the large institutional goals had been met from the previous strategic plan, MENTOR Nebraska redefined our strategic priorities to support our growth goals. Over the course of one year, MENTOR Nebraska held discussions with stakeholder groups on statewide challenges, mission and vision statements, primary service areas, operating principles, values, organizational overview, and core functional areas. Feedback was provided by MENTOR Nebraska's Board of Directors and staff, CEOs of partner mentoring programs, and other community stakeholders throughout Nebraska.

MENTOR Nebraska's Board of Directors reviewed future plans for the organization's core functional areas and refocused them to have a statewide approach and align with MENTOR: The National Mentoring Partnership. The core functional areas that were examined included:

- Executive Management
- Operations
- Fund Development
- External Affairs
- Mentoring & Youth Development
- Data Management

Board Members Scott Focht (OPPD) and Jay Warren-Teamer (Mutual of Omaha) provided leadership for the planning and implementation of this undertaking. Mary Lee Fitzsimmons from Mission Matters facilitated the strategic planning discussions with MENTOR Nebraska's board and staff. Funding for the strategic planning facilitation was provided by Mutual of Omaha.



# TIMELINE

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## GATHERING, DISCOVERY, VALIDATION AND LAUNCH OF STRATEGIC PLANNING



### FEBRUARY - JULY 2018

- Developed new mission and vision statements in collaboration with partner mentoring programs

### AUGUST - DECEMBER 2018

- Conducted listening tour with mentoring programs outside of Omaha to determine strengths, challenges, and areas of need
- Organized a meeting of western Nebraska programs to discuss MENTOR Nebraska services

### JANUARY - FEBRUARY 2019

- Launched MENTOR Nebraska's brand and website

### MARCH - MAY 2019

- Gathered feedback on strategic plan from rural Nebraska mentoring programs
- Convened meeting to hear input on strategic plan from Omaha mentoring programs
- Drafted strategic plan based on input from MENTOR Nebraska's board, staff, partner mentoring programs, and other stakeholders

### JUNE - SEPTEMBER 2019

- Reviewed and revised strategic plan with MENTOR Nebraska's board, staff, and partner mentoring programs
- Approved strategic plan

# STRATEGIC INITIATIVES

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## FOUR CORE INITIATIVES FOR 2019-2022



### LEADERSHIP

LEADERSHIP AT BOARD & EXECUTIVE LEVEL ENSURES A STRONG AND GROWING MENTORING SECTOR



### COMMUNICATION

COMMUNICATION STRATEGIES ENSURE STATEWIDE VISIBILITY FOR THE MENTORING SECTOR



### PROGRAMMING

BEST PRACTICES SUPPORT MENTORING EXCELLENCE



### GROWING IMPACT

RESEARCH DRIVES ALL DECISIONS



# LEADERSHIP

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LEADERSHIP AT BOARD & EXECUTIVE LEVEL  
ENSURES A STRONG AND GROWING  
MENTORING SECTOR

## **STRONG STATEWIDE GOVERNANCE**

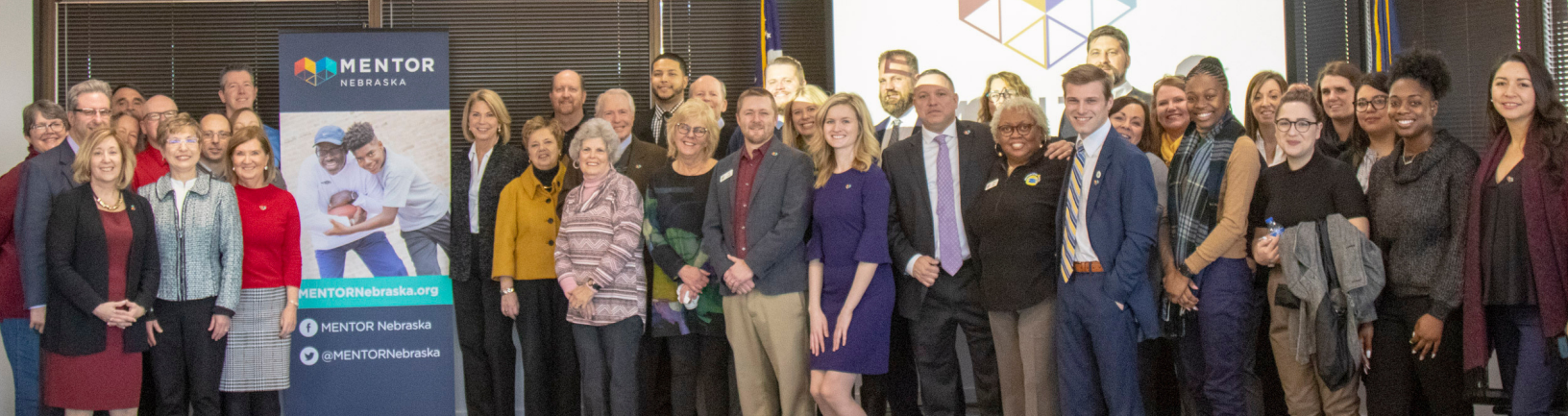
- Continue to explore innovative statewide governance models
- Identify key statewide ambassadors of mentoring

## **BOARD LEADERSHIP IS INVOLVED IN FUND DEVELOPMENT**

- Create Financial Development committee
- The Board leads fund development opportunities for the agency

## **BOARD & STAFF DEVELOPMENT**

- Develop leadership succession plan
- Review, revise, and continue to update all organizational policies at regular intervals
- Formalize board processes for statewide engagement
- Explore enhanced partnerships for organizational efficiencies



# COMMUNICATION

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COMMUNICATION STRATEGIES ENSURE STATEWIDE VISIBILITY FOR THE MENTORING SECTOR

**BRANDING: MENTOR NEBRASKA BRAND IS WIDELY RECOGNIZED AND RESPECTED ACROSS THE STATE**

- Create and implement a social media strategy for continued branding of new name
- Develop metrics to assess social media and website effectiveness
- Leverage database of mentoring programs to help promote sector awareness

**EXTERNAL AFFAIRS & ADVOCACY**

- Create an External Affairs Committee that sets recruitment goals
- Initiate supportive mentoring policies at the local, state, regional and national levels
- Accelerate public and political will to drive tangible sector growth





# PROGRAMMING

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## BEST PRACTICES SUPPORT MENTORING EXCELLENCE

### TRAINING & TECHNICAL ASSISTANCE

- Expand curricula to include cultural diversity, emerging research topics, and other crucial conversations
- Expand earned income opportunities through technical support advisory work
- Engage in relevant opportunities that lead to transformational system changes
- Leverage existing community collaboration for innovation in the sector



### MENTOR RECRUITMENT

- Build on MENTOR Nebraska's legislative success with LB511, and continue to promote state employee mentoring opportunities
- Expand Mentor Recruitment Campaign work for more agencies across Nebraska
- Optimize use of national mentoring resources for collaborative recruitment campaigns



### STATEWIDE NETWORK DEVELOPMENT

- Lead external assessment process for continued improvement in our sector
- Enhance communication channels for urban and rural programs to share strategies









# GROWING IMPACT

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## RESEARCH DRIVES ALL DECISIONS

### DATA SUPPORTS ALL LEADERSHIP DECISIONS

- Summarize annual data collection
- Explore how to measure quality of mentoring relationships
- Consider mentor satisfaction surveys
- Collect data from mentoring programs and use it to determine future programming directions

### INFRASTRUCTURE NEEDS SUPPORT AGENCY GROWTH AND EXPANSION

- Ensure staff capacity is appropriate to meet programmatic needs and increase operational efficiency

### FUND DEVELOPMENT: DIVERSE FUNDING STRATEGIES ENSURE FINANCIAL STABILITY

- Examine new ways to tap into federal, state, local and private funds for statewide work
- Explore creation and implementation of individual donor recruitment strategies
- Open new avenues for financial support for mentoring at the local, state, regional, and national levels



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