

WOW!



SIGUCCS Peer Mentoring Program

What is it? A program to pair mentees with mentors for a period of one year.

Why is this important? Members expressed an interest in having a mentor relationship with someone who can provide insight through their life experiences. However these relationships are sometimes difficult to establish organically.

How does it work? An advisory committee pairs mentors and mentees together based on specific needs, goals, similar institutions and skills. These pairs are then expected to “meet” approximately once a month to establish and work toward desired goals.

Initial Mentoring Cycle. Our first group of mentors and mentees were paired in December. We ended up with a group of 14 pairs. Each pair was provided a contact person on the advisory committee. Also, each group (mentors and mentees) had a monthly meeting where they could get feedback and ideas from their peers. This cycle will conclude with a social event at our upcoming conference where pairs can celebrate their experience. Feedback from a mid-program survey was extremely positive.

OW!



Effective Marketing of SIGUCCS

What is the problem? The economic downturn in 2009 affected college and university travel budgets dramatically, some being eliminated completely making institutions more selective conference attendance. This put us in direct competition with bigger conferences such as EDUCAUSE and HDI. While we have a strong core membership, we need to attract greater conference attendance in order to sustain and expand our programs. The question is, how do we do this?

Some of our attempts. We have tried or discussed various approaches to do this. We now offer travel grants to encourage attendance from schools who haven't come to our conference before. We also seek out and directly invite schools geographically close to the conference site. Our new initiative is encourage our members to refer the names of individuals whom we can contact directly.

How is this working? We have only had moderate success with our efforts. While the travel grants bring in new attendees, we find that they rarely return a second year. We still have not found an efficient and an effective way to spread the word about SIGUCCS!