iCouldBe Overview

www.icouldbe.org

Mission & Reach Since 2000

Provide high school students with an online community of professional mentors, empowering teens to stay in school, plan for future careers and achieve in life.

24,100
Mentees

305,000
Mentoring Hours

12.7
Mentoring Hours Per Mentee

iCouldBe Impact: Increasing Social Capital

Social Capital is young people's access to and ability to mobilize human connections and networks of support to help them further their potential and goals.

Why increasing social capital is important:

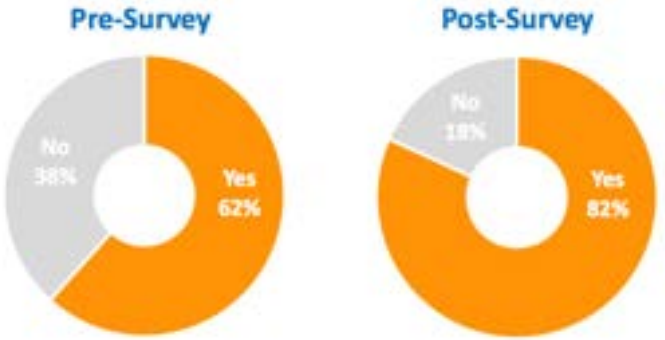
Research shows that "young people's connections drive their healthy development, academic success, and access to opportunity. Connections with caring adults and peers correlate with higher levels of student engagement and improved rates of academic motivation."

Outside of the e-mentoring program, do you have someone like a mentor in your life right now?

2018-2019 School Year

Results based on 934 iCouldBe mentee responses

33% Increase from Pre to Post Survey



2017-2018 School Year

Results based on 1,052 iCouldBe mentee responses

25% Increase from Pre to Post Survey

Source: *Who You Know: Unlocking Innovations That Expand Students'* Networks by Julia Freeland Fisher and a study by the Source Institute

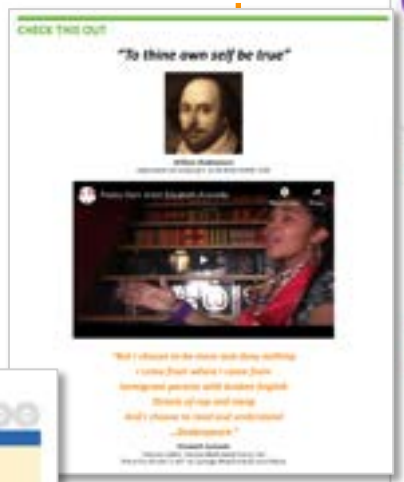
The iCouldBe Journey

Proven results increase self-efficacy & career aspirations

Register → Meet → Participate → Develop → Plan → Succeed

Create a fun custom avatar

Mentee custom profile



Activities develop skills & insight

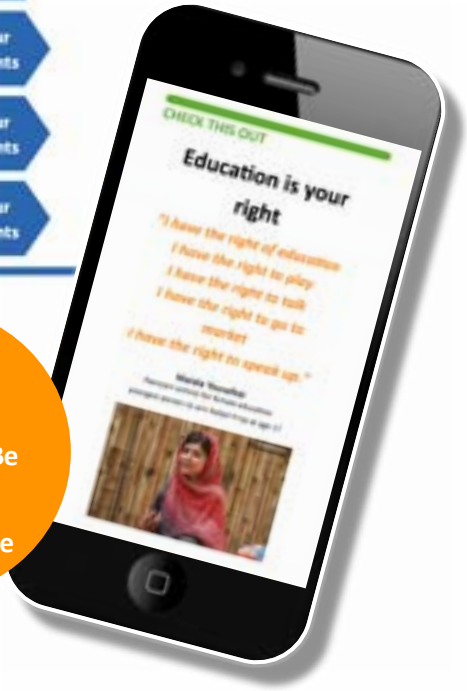
Conversation areas build relationship

Robust content to engage & inform

Curriculum: 45+ Engaging Structured Activities

MISSION	QUEST	ACTIVITY								
	Welcome!	Welcome To iCouldBe!	Building Webs Of Support	About Your Journey	Making Mentoring Work For You					
I AM	Meet Each Other	Start Your Journey	The Value Of Mentoring	Building Relationships	Interests, Skills, Strengths	My Milestones	Asking Questions	My Dream Career	Seeking Help	What You Accomplished!
	Succeed In School	What Education Means To Me	School Challenge	Ask Your Mentor	Solutions For Success In School	Who Can Help? How?	Ask For Help	Celebrate Your Accomplishments		
	Graduate	Preparing For Graduation	Prep For Graduation Challenge	Ask Your Mentor	Solutions To Prep For Graduation	Who Can Help? How?	Reach Out For Guidance	Celebrate Your Accomplishments		
I COULD BE	Pursue Career Vision	Visualize Your Future	Career Research Challenge	Ask Your Mentor	Solutions For Pursuing Career Vision	Who Can Help? How?	Network For Career Advice	Celebrate Your Accomplishments		
	Gain Work Experience	Learn By Doing	Work Experience Challenge	Ask Your Mentor	Solutions For Gaining Work Experience	Who Can Help? How?	Network For Work Experience Advice	Celebrate Your Accomplishments		
	Prep For Your Future	After High School	Prep For Your Future Challenge	Ask Your Mentor	Solutions For Prepping For Your Future	Who Can Help? How?	Network For Educational Advice	Celebrate Your Accomplishments		
	Practice Networking	Build Your Web Of Support	Networking Challenge	Ask Your Mentor	Solutions For Networking	Who Can Help? How?	Network With iCouldBe Mentors	Celebrate Your Accomplishments		
BONUS	Conversation Area	Conversation Area	Themes From Mission One	Themes From Mission Two	Saying Thanks					
	Learning	How To Evaluate Schools	Possible Schools For Me	Applying To School	Learning Wrap-Up					
	Finances	Budgeting 101	Budgeting For High School Students	Financing School	Finances Wrap-Up					
	Working	Intro to Resumes	Cover Letters	Interview Skills	Working Wrap-Up					
	Your Choice	Challenge	Solution	Who Can Help? How?	Celebration					

Mentors and mentees can access iCouldBe on any web-enabled device



Sample Quest Journey: Pursue Career Vision

Quest Framework

About the mentee	Discuss a challenge, with the mentor	Ask the mentor a question	Brainstorm solutions	Identify people who can help and how	Practice networking	Celebrate accomplishments

Quest 4: Pursue Career Vision

Visualize Your Future	Career Research Challenge	Ask Your Mentor	Solutions For Pursuing Career Vision	Who Can Help? How?	Network For Career Advice	Celebrate Your Accomplishments

Mentee Quest Case Studies & Network Map

Quest 4: Pursue Career Vision– Robin's Information

Robin

Mentee

Mike

Mentor

Robin

About Robin

Where I'll live (city, suburb, countryside, setting): A big city

What kind of home I'll live in: A home with some space, maybe four or five rooms

What kind of work I'll do: I'm going to be a lawyer

Who I'll spend time with: My family and friends

What my family may look like: Not sure, but I'd like to have kids and a dog or cat

The hobbies and interests I'll pursue: Reading, movies, basketball and chess

Challenge

Career name: Lawyer

What they do (Responsibilities): Represent clients in criminal cases, prepares legal documents, advises clients. Argue cases in court. May specialize in family law

Skills and Abilities: Listening to others and asking good questions, Problem Solving, working with People and Technology, thinking about the pros and cons of different options and picking the best one

Education: Professional or doctoral degree

Job outlook and salary range: The salary range is from $58,000 to $208,000 and the outlook is likely

Robin

Mentee question for your mentor - My question related to pursuing my career vision is:
Did you know what you wanted to be in high school and did you end up doing what you expected?

Mike

Solution(s) - Possible job in high school (this can be an actual or possible job):

Job name + what they do (Responsibilities): Cashier

Skills and Abilities: Good math, being good with people and customer service

Possible job at 25 years old:

Job name + what they do (Responsibilities): Junior position in a law firm, help partners with cases

Skills and Abilities: Organized, responsible, good presentation skills, knowledgable about the law

Possible job at 30 years old:

Job name + what they do (Responsibilities): Lawyer

Skills and Abilities: Good problem solving skills, knowledge of law, excellent writing, debating, presentation and attention to details

People Who Can Help:

Person #1: Arnold
Role/Description:
My uncle's neighbor
How they influenced you:
My uncle told me his neighbor is a lawyer and worked two jobs while he got his degree, so if I talk to him he can tell me about his experience and give me some good advice for my career journey.

Person #2: Samantha
Role/Description:
English teacher
How they influenced you:
My english teacher can help me because she understands that I like to debate and I'm interested in law and always encourages me. She started to get a law degree but then switched to be a teacher but can tell me about her experience.

Positive Networking

iCouldBe Mentor I sent a networking email: mentortest
Career: Law
Specialty: Civil Law
Job Level: Professional
Job Experience: 15 to 25 years

Robin's Network

Robin

Mentee

Number of people in my current or future network:

Mike

Mentor

Q1 Someone who influenced me:

In addition to the people below, in this quest you did a networking activity with your teacher.

Person #1: Joe
Role/Description:
My uncle
How they influenced you:
He works hard as a teacher but always has time to hang out or help me with homework.

Q2 People who can help with a school challenge:

Person #1: Sally
Role/Description:
My math teacher
How they influenced you:
She can help me get extra tutoring so I can catch up with the class.

Person #2: Alan
Role/Description:
My grandfather
How they influenced you:
Sometimes we can do a video call and he can help me with my math homework.

Q3 People who can help with my prep for graduation challenge:

In addition to the people below, in this quest you did a networking activity with your guidance counselor or another adult.

Person #1: Cindy
Role/Description:
Guidance counselor
How they influenced you:
I haven't met her yet but after doing this program I sent an email to schedule a meeting and will ask if I'm taking the right classes and other things to prepare before I graduate.

Person #2: Adam
Role/Description:
Internship manager
How they influenced you:
He was the manager for an internship I did last summer and he had recently graduated from college with a degree in engineering, so I can ask him advice on things that helped him before he applied to college.

Q4 People who can help with my career research challenge:

In addition to the people below, you networked by emailing a new iCouldBe mentor mentortest

Person #1: Arnold
Role/Description:
My uncle's neighbor
How they influenced you:
My uncle told me his neighbor is a lawyer and worked two jobs while he got his degree, so if I talk to him he can tell me about his experience and give me some good advice for my career journey.

Person #2: Samantha
Role/Description:
English teacher
How they influenced you:
My english teacher can help me because she understands that I like to debate and I'm interested in law and always encourages me. She started to get a law degree but then switched to be a teacher but can tell me about her experience.

Data Driven Engagement

Data visualization scoring

Extra Support | Encourage | Celebrate

iCouldBe Day(s): Wed | Median Days Since Cohort Posted: 3

Click link below to hide/unhide column (orange links are hidden)

Mentee data, weightings, scores

Mentor data, weightings, scores

Mentees

Activities	Match	Weeks Since Reg (2)	Weeks Since Match (3)	Days Since Last Post (4)	# Act Left in Quest (5)	Quest Act # (6)	Lock Days Since Quest Done (7)	40% # Weeks Posted (8)	10% Total Posts (9)	25% Avg Words Per Act (10)	25% Act Comp (11)	100% Score (12)	Status (13)
A	M	24.3	22.1	3	0	6.10		18	51	102	44	93%	
A	M	24.3	22.1	17	0	9.8		12	79	72	67	82%	
A	M	24.3	22.1	3	5	5.3		17	53	138	32	85%	
A	M	24.3	22.1	3	0	6.10		19	101	144	44	96%	
A	M	24.3	22.1	72	0	9.8		11	72	101	67	81%	
A	M	24.3	22.1	15	0	4.7	⊘	12	55	143	28	74%	
A	M	24.3	22.1	3	5	8.5		17	119	101	53	93%	
A	M	24.3	22.1	10	0	8.10		13	71	45	59	75%	
A	M	22.3	22.1	3	6	8.4		17	62	62	57	89%	
A	M	24.3	22.1	3	1	5.7		15	40	56	34	74%	
A	M	24.3	22.1	10	0	4.7	⊘	17	39	160	30	82%	
A	M	24.3	22.1	3	5	9.3		15	68	81	62	89%	
A	M	24.1	22.1	3	5	4.2		14	27	75	23	70%	
A	M	24.3	22.1	15	2	8.8		14	63	78	58	87%	
A	M	24.3	22.1	3	2	5.6		12	44	109	35	76%	
A	M	24.3	22.1	3	0	5.8		18	44	86	34	87%	
A	M	24.3	22.1	10	0	9.8		12	83	67	67	80%	
A	M	24.3	21.6	3	3	6.7		15	54	153	43	87%	
A	M	24.3	21.6	15	4	2.2		8	16	73	12	49%	
A	M	24.3	22.1	10	0	5.8		11	42	84	34	73%	
A	M	24.3	21.6	10	4	4.3		16	30	201	24	75%	
A	M	24.3	21.6	3	3	6.7		18	59	134	42	94%	

Mentors

Status (18)	Days Since Last Post (21)	10% # Weeks posted (22)	15% Total Posts (23)	15% Avg Words Per Act (24)	30% Mentor / Mentee Activity Post Ratio (25)	25% Avg Activity Reply Days (26)	5% Total # Conv (27)	100% Score (28)
	1	16	47	57	1.0	0.8	0	93%
	79	6	33	21	0.4	11.2	0	33%
	12	12	47	159	1.0	2.9	10	88%
	2	19	94	206	1.0	3.5	33	98%
	72	11	55	42	0.8	1.1	0	80%
	5	8	37	122	0.9	8.5	6	63%
	2	14	95	160	1.0	5.9	24	88%
	25	9	37	43	0.5	9.3	1	46%
	3	14	40	44	0.7	1.2	0	79%
	3	14	39	43	1.0	4.8	2	82%
	14	12	34				4	77%
	2	15	66				0	92%
	3	13						82%
	15	12						82%
	2	12						79%
	3	13						84%
	36	11						61%
	3	12						86%
	106	5					0	66%
	10	11	40				0	87%
	10	13	17	120	0.6	0.2	1	71%
	10	13	43	98	0.9	4.6	2	81%

Improving quality of mentoring relationships

Data Science & Scoring of Cohort Matches

iCouldBe Day(s): Wed | Median Days Since Cohort Posted: 3

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Mentors

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	5	6	37	122	0.9	2.5	6	82%
	3	12	45	52	1.0	3.2	1	66%
	106	5	9	78	0.7	0.7	0	66%
	10	11	40	103	1.0	1.9	0	87%
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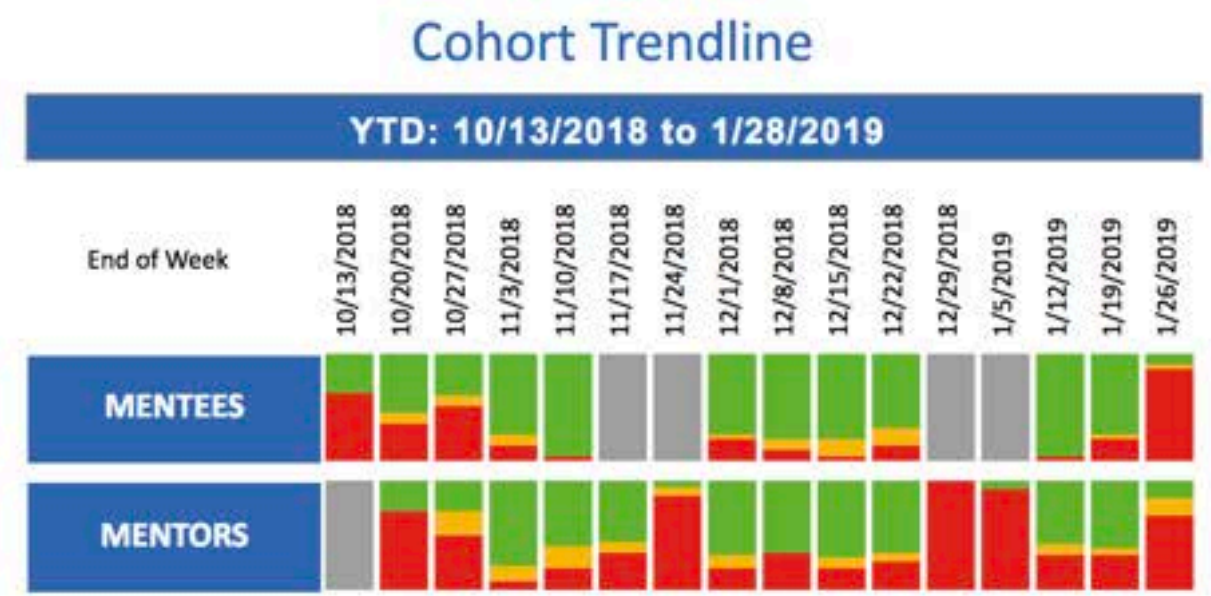
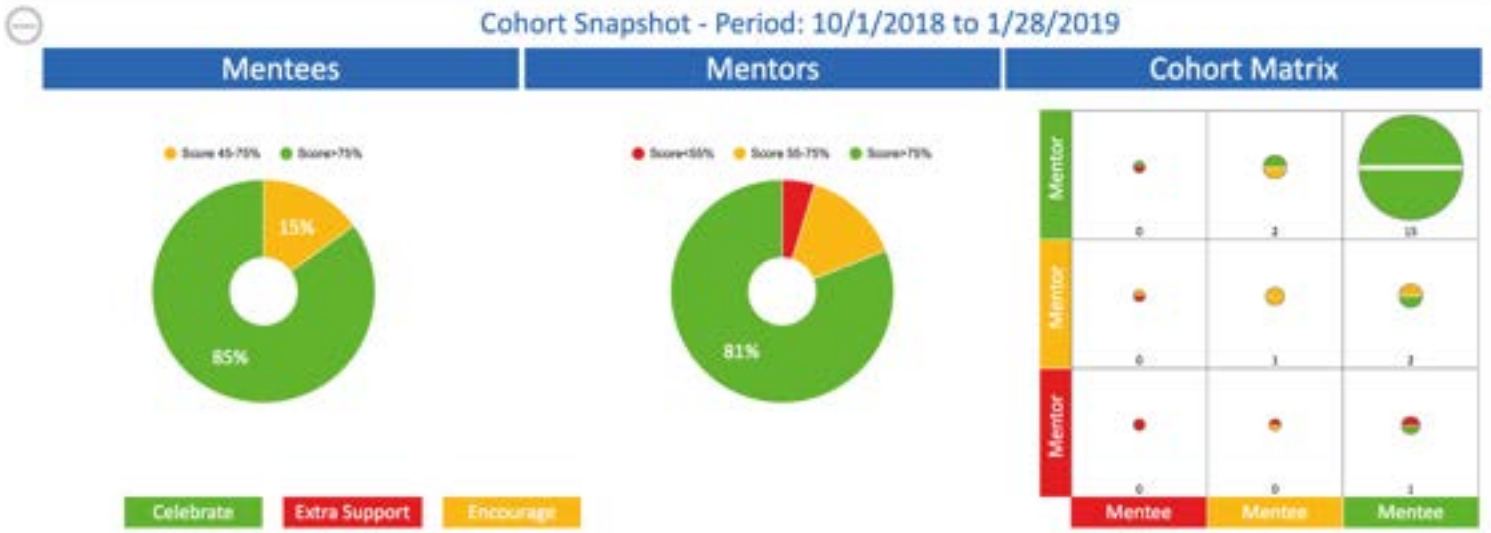
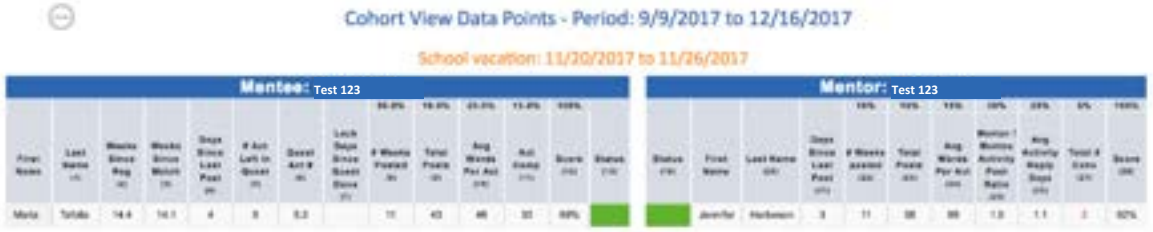
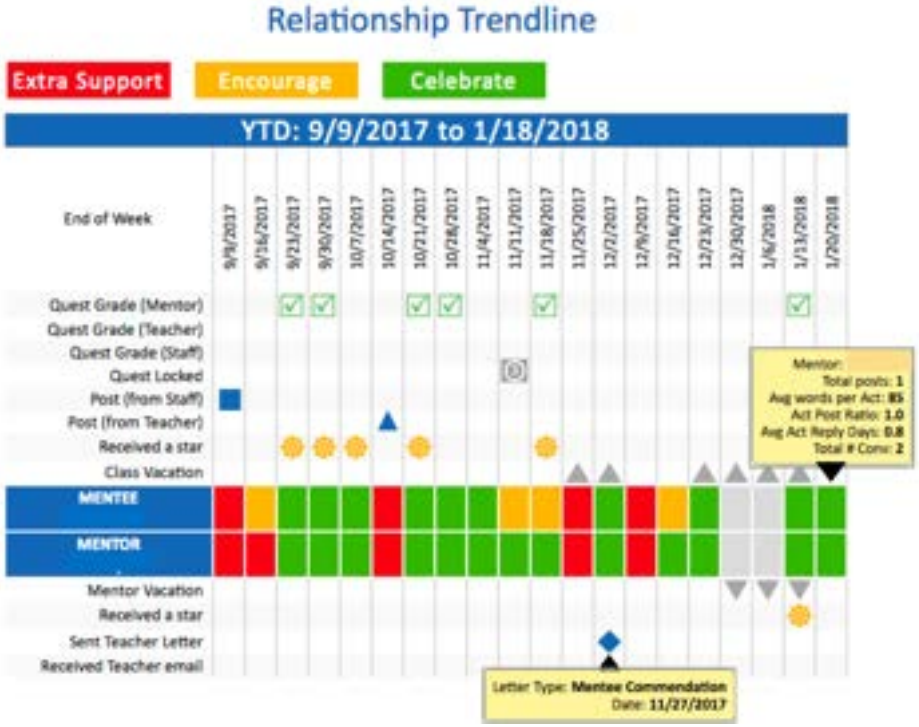
Visualization of Cohort Participation





Mentee-Mentor Relationship View





Mentee and Mentor Feedback Loops

Mentee Feedback

Mentor Feedback

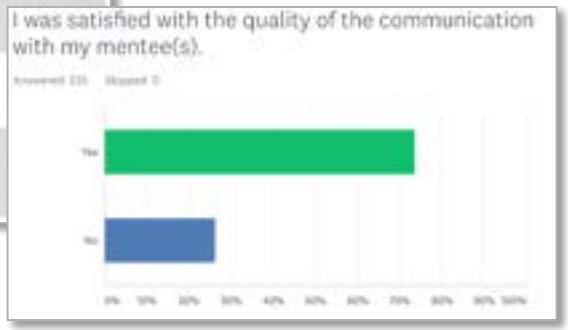
Training Quiz

Registration Quiz

Mentor Monthly Calls

Post-Program Survey

Post Survey Results



Mentees Achieve Important Outcomes

Mentee Survey Results 2018-2019

Pre to Post Program % Change

Career Exploration

+17% Can create a roadmap plan to reach a desired career

+16% Know how to research different careers online

Post Secondary Planning

+14% Know how to research colleges online

+21% Know different ways to pay for college

+26% Know how to apply to college

Self Knowledge & Self Advocacy

+10% Know how to create strategies to reach goals

+11% Know how to ask for help reaching goals

+8% Can successfully manage time

+12% Can do well at an interview (job or college admissions)

+15% Know how to write a professional email

Mentoring Relationship

92% My mentor praises me and encourages me to do well

90% My mentor helps me challenge myself to succeed

91% Overall, I enjoyed working with my e-mentor

iCouldBe Program

87% would recommend this program to others

87% were very satisfied with this program

Note: results represent % of 934 mentees who completed the mentee survey and 'Agree' or 'Strongly Agree' with each statement.

The iCouldBe Partner Journey

Partner

Funder
Administrator
Mentors
Mentees

Define

Participant #s
Frequency
Duration
Outcomes

Prepare

Recruit
Screen
Train
Safeguard

Launch

Register
Match
Engage
Develop

Support

Monitor
Intervene
Encourage
Celebrate

Succeed

Survey
Analyze
Report
Assess

Get Involved. Contact Us.

Potential School Partners & Mentors

Please contact:

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Chief Program Officer
michelle@icouldbe.org
Phone: 917-608-7093

Participating Teachers, Mentors, & Mentees

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Liz Ward
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Funders, Researchers & Partners

Please contact:

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Wendy Siegelman
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wendy@icouldbe.org
Phone: 646-895-6044

Thank you!