



# iCouldBe Overview



[www.icouldbe.org](http://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.



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**

#### Pre-Survey



#### Post-Survey

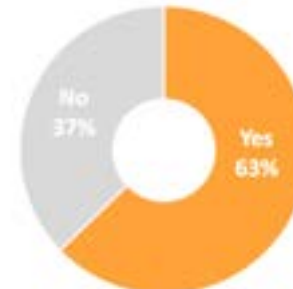


### 2017-2018 School Year

Results based on 1,052 iCouldBe mentee responses

**25% Increase from Pre to Post Survey**

#### Pre-Survey

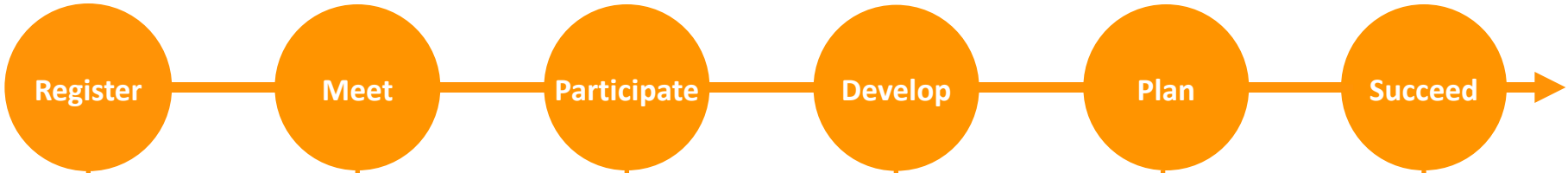


#### Post-Survey



# The iCouldBe Journey

*Proven results increase self-efficacy & career aspirations*



*Create a fun custom avatar*



*Activities develop skills & insight*



*Conversation areas build relationship*



*Mentee custom profile*



*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	Challenges	Solutions	Who Can Help? How?	Celebration					

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





## Quest 4: Pursue Career Vision— Robin's Information



**Robin**  
Mentee



**Mike**  
Mentor

**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 they 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, prepare legal documents, advise 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 \$28,000 to \$208,000 and the outlook is likely

**Robin** **Mike**

**Mentor 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?

**Solutions:** *Provide 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  
*Provide 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, knowledgeable about the law  
*Provide 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 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.

**Practice Networking:**  
iCouldBe Mentor I sent a networking email: received  
Career Use: Specialty: Civil Law  
Job Level: Professional  
Job Experience: 15 to 25 years

## Robin's Network



**Robin**  
Mentee



**Mike**  
Mentor

Number of people in my current or future network:

### 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/mentor:

**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

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

Mentors		10% 15% 15% 30% 25% 5% 100%						
Status (18)	Days Since Last Post (21)	# Weeks posted (22)	Total Posts (23)	Avg Words Per Act (24)	Mentor / Mentee Activity Post Ratio (25)	Avg Activity Reply Days (26)	Total # Conv (27)	Score (28)
Green	1	16	47	57	1.0	0.8	0	93%
Red	79	6	33	21	0.4	11.2	0	33%
Green	12	12	47	159	1.0	2.9	10	88%
Green	2	19	94	206	1.0	3.5	33	98%
Green	72	11	55	42	0.8	1.1	0	80%
Yellow	5	8	37	122	0.9	8.5	6	63%
Green	2	14	95	160	1.0	5.9	24	88%
Red	25	8	37	43	0.5	9.3	1	46%
Green	3	14	40	44	0.7	1.2	0	79%
Green	3	14	39	43	1.0	4.8	2	82%
Green	14	12	34	11	0.4	5.4	4	77%
Green	2	15	66	10	0.6	1.2	0	92%
Green	3	13	13	13	1.0	1.0	0	82%
Green	15	12	12	12	1.0	1.0	0	82%
Green	2	12	12	12	1.0	1.0	0	79%
Green	3	13	13	13	1.0	1.0	0	84%
Yellow	36	11	11	11	1.0	1.0	0	61%
Green	3	12	12	12	1.0	1.0	0	86%
Yellow	106	5	5	5	0.5	11.2	0	66%
Green	10	11	40	40	1.0	1.0	0	87%
Yellow	10	13	17	120	0.6	0.2	1	71%
Green	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**

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

Mentee data, weightings, scores

Mentor data, weightings, scores

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Mentee Data

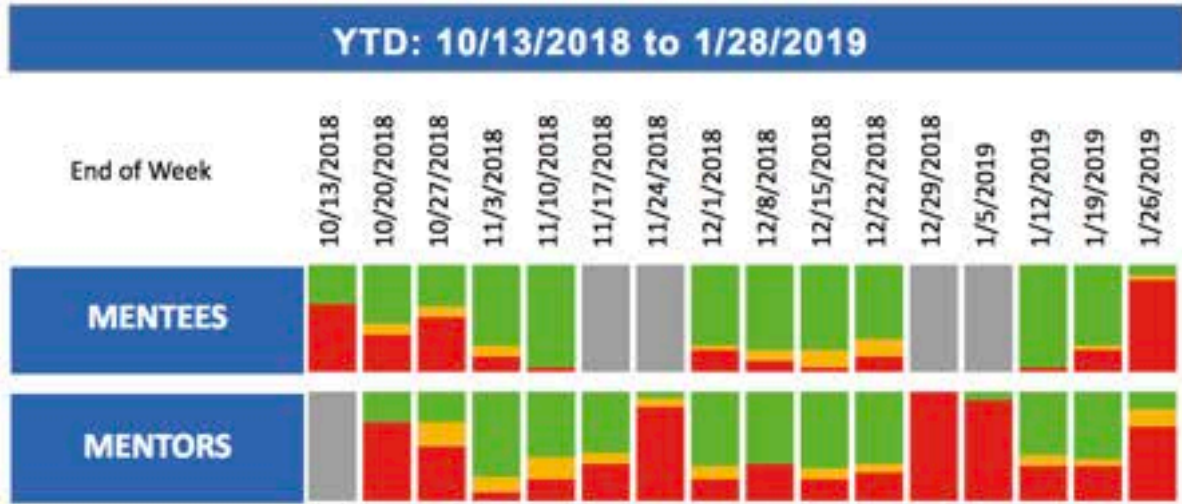
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	11	55	42	0.8	1.1	0	80%		
	12	45	52	1.0	3.2	1	90%		
	100	5	9	78	0.7	0.7	0	66%	
	10	13	40	103	1.0	1.9	0	87%	
	10	13	43	120	0.6	0.2	1	71%	
	10	13	43	98	0.9	4.6	2	81%	

Mentor Data



# Visualization of Cohort Participation

## Cohort Trendline



## Cohort Snapshot - Period: 10/1/2018 to 1/28/2019





# Mentee and Mentor Feedback Loops

## Mentee Feedback

### Mentee Pre-Survey

Please take a few minutes to complete this survey. Your input will help us improve our program. Please answer all questions marked with an asterisk (\*).

1. Please select your gender:

- Male
- Female

2. Please choose the race/ethnicity group that you most closely identify:

- Asian/Pacific Islander
- Black/African American
- Hispanic/Latino
- Native American/Alaska Native
- White/Caucasian
- Other

3. Do you have members of your immediate family (parents, siblings) or a guardian (18 or 19 year old) who is?

- Yes
- No

4. Is a mentor member of your immediate family (parents, siblings) or a guardian (18 or 19 year old)?

- Yes
- No

### Mentee Focus Group

Help iCouldBe get even better! Have your mentees participate in a Focus Group!

**Objective:** To gather mentee feedback and to designing for the current iCouldBe mentoring program to enhance the mentee experience and to provide positive outcomes for all iCouldBe youth.

**Prerequisite:** One (1) to five (5) minute session with approximately ten mentees. Mentees will talk with an iCouldBe staff member on topics ranging from the ability to be heard (voice control) throughout the call. Age: Adults may be needed for questions but participation remains confidential. Not recommended for participating mentees.

**Mentee Participation:**

- Participation in the Focus group is voluntary.
- Not confidential.

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### Mentee Post-Survey

Please take a few minutes to complete this survey. Your input will help us improve our program. Please answer all questions marked with an asterisk (\*).

These first questions ask about your relationship with your mentor.

1. Please rate the following statements that describe your mentor or what you discuss with your mentor, "My mentor."

	Strongly Disagree	Disagree	Agree	Strongly Agree
* It ...helps me challenge myself to succeed.				
* It ...drives me and encourages me to do well.				
* It ...is someone I can discuss problems with.				
* It ...helps me to see different ways I can deal with...				
* It ...helps me to spend more time and put more effort...				
* It ...helps me to feel good about myself.				

### Average Reported Self-Efficacy on Pre and Post

Statement	Pre	Post
1. I am confident in my ability to succeed in my current situation.	3.8	4.2
2. I am confident in my ability to overcome challenges.	3.5	4.0
3. I am confident in my ability to set and achieve goals.	3.2	3.8
4. I am confident in my ability to take initiative.	3.0	3.5
5. I am confident in my ability to solve problems.	3.1	3.6
6. I am confident in my ability to work with others.	3.3	3.7
7. I am confident in my ability to manage my time.	3.4	3.9
8. I am confident in my ability to handle stress.	3.2	3.7
9. I am confident in my ability to make decisions.	3.1	3.6
10. I am confident in my ability to learn from my mistakes.	3.0	3.5
11. I am confident in my ability to adapt to change.	2.9	3.4
12. I am confident in my ability to persevere through difficulties.	2.8	3.3
13. I am confident in my ability to take responsibility for my actions.	2.7	3.2
14. I am confident in my ability to set high standards for myself.	2.6	3.1
15. I am confident in my ability to stay motivated.	2.5	3.0
16. I am confident in my ability to seek help when needed.	2.4	2.9
17. I am confident in my ability to stay organized.	2.3	2.8
18. I am confident in my ability to stay focused.	2.2	2.7
19. I am confident in my ability to stay positive.	2.1	2.6
20. I am confident in my ability to stay resilient.	2.0	2.5

## Mentor Feedback

### Training Quiz

#### Mentor Training - Question 1

All content takes place within the safe and secure iCouldBe online platform. What type of information is okay for mentees and mentors to share?

(Click the circle with the letter of the most appropriate mentor response.)

- The mentee's phone number and email address.
- Home address information that is not geotagged (such as a coffee shop near a mentee's home).
- Personal information such as phone numbers, social media accounts, and email addresses.
- None of the above.

**Correct!**

It is important to teach and reinforce your mentee's commitment to posting at least once in every activity. Support mentees who share personal challenges, encourage mentees who are setting ambitious goals, and if your mentee has completed a first finding activity, one point can be as simple as "Great job!"

### Registration Quiz

**Question 5**

Your mentee has made new goals in 4 activities. Which of the following best represents what you should do next?

- Ask the mentee about the best way to set appropriate action measures.
- Check "feed" you and 4. Only respond if you have suggestions.
- Check "feed" and respond to the feedback activity that mentee has marked.
- Wait to make sure your mentee reaches the end of the goal.

**Correct!**

It is important to teach and reinforce your mentee's commitment to posting at least once in every activity. Support mentees who share personal challenges, encourage mentees who are setting ambitious goals, and if your mentee has completed a first finding activity, one point can be as simple as "Great job!"

### Mentor Monthly Calls

#### iCouldBe Program Summary

The support and dedication from the iCouldBe community of mentors has helped mentees to learn, grow, and flourish.

- Since Sept. 2017, 2017 mentors have:
  - Completed mentee files 608 (60% full)
  - Marked Over 600 Activities as finished

### Post-Program Survey

My Experience with the iCouldBe Program

On a scale of 1 (strongly disagree) to 5 (does not apply), please rate each statement.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Does Not Apply
I enjoyed meeting and interacting with my mentee(s).						
My mentee(s) were motivated in their behavior towards me.						
I was able to share my career experiences to help my mentee(s).						

### Post Survey Results

I was satisfied with the quality of the communication with my mentee(s).

Response	Percentage
Yes	75%
No	25%

# 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

## Define

## Prepare

## Launch

## Support

## Succeed

Funder  
Administrator  
Mentors  
Mentees

Participant #s  
Frequency  
Duration  
Outcomes

Recruit  
Screen  
Train  
Safeguard

Register  
Match  
Engage  
Develop

Monitor  
Intervene  
Encourage  
Celebrate

Survey  
Analyze  
Report  
Assess

Potential  
School Partners  
& Mentors

Please contact:

**Michelle Derosier**

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

Participating  
Teachers,  
Mentors, &  
Mentees

Please contact:

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**Liz Ward**

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Funders,  
Researchers &  
Partners

Please contact:

**Kate Schrauth**

Executive Director  
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Phone: 646-734-8133

**Wendy Siegelman**

Chief Operating Officer  
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Phone: 646-895-6044



# Thank you!

