



2011 Coaches' Challenge Playbook

TEAM: Iowa Mentoring Partnership

The Goal

The National Mentoring Partnership has identified 15 million children in our nation who are in need of caring and quality mentors. Locally, Iowa has a mentoring gap of nearly 3,000 youth (children on waiting lists to be placed with mentors) and a significant shortage of male mentors. Research has shown that men respond to the term "coaching" much more than mentoring. Therefore, in an effort to help close this "mentoring gap" and to recruit more male mentors, Coach Kirk Ferentz, Paul Rhoads, Tom Osborne, and Bill Snyder have issued a friendly challenge to see which state (Iowa, Nebraska, or Kansas) can sign up the most new mentors throughout the 2011 football season!

The Teams

Each Coach has demonstrated support for mentoring efforts in their states. The competition will be overseen by these efforts:

Iowa Mentoring Partnership, Coach Kirk Ferentz, University of Iowa Head Football Coach and Coach Paul Rhoads, Iowa State University Head Football Coach

The Iowa Mentoring Partnership is a statewide mentoring partnership that supports a network of more than 80 certified mentoring programs that are dedicated to providing quality mentoring services to our youngest Iowans in need. This is the first year that Iowa will compete in the Coaches' Challenge.

TeamMates Mentoring Program, Coach Tom Osborne, former Nebraska Head Football Coach

TeamMates, co-founded by Tom and Nancy Osborne, is a mentoring program whose mission is to positively impact the world by inspiring youth to reach their full potential through mentoring.

Kansas Mentors, Coach Bill Snyder, Kansas State University Head Football Coach and Coach Turner Gil, University of Kansas Head Football Coach

Kansas Mentors is a statewide mentoring partnership that works with over 175 mentoring programs to ensure that every young Iowan has access to a caring and quality mentor.

The Rules

When will the winner be announced? The winning state will be announced November 26, 2011.

How will the competition be tracked?

The Iowa Mentoring Partnership, TeamMates, and Kansas Mentors will keep track of all new mentors signed up between August 1, 2011 and November 21, 2011 on their websites. Mentors who sign up directly with mentoring organizations affiliated with the Iowa Mentoring Partnership, TeamMates, and Kansas Mentors will also be recorded.

Will there be a way to see which state is winning during the challenge?

At the end of each month, all three programs will update scoreboards on their front page which can be

Questions? Contact the Iowa Mentoring Partnership, (800) 308-5987 or
mentor@iowa.gov.

found at the Iowa Mentoring Partnership web site, www.iowamentoring.org.

How can volunteers sign up for the challenge?

There are three ways volunteers can sign up.

1. They sign up online by visiting www.iowamentoring.org and clicking on the “Join the Coaches Challenge! Become a Mentor!” link on the top of the screen.
2. They can call the Iowa Mentoring Partnership directly at 800.308.5987 to express an interest.
3. They can contact their local certified mentoring program directly and volunteer. A list of certified mentoring programs in Iowa by county can be viewed at www.iowamentoring.org.

I’m already a mentor. What else can I do to participate in the challenge?

1. You can encourage your family and friends to become mentors.
2. You can get your employer involved in mentoring by contacting the Iowa Mentoring Partnership at mentor@iowa.gov or 800.308.5987.

How will certified mentoring programs in Iowa submit their totals?

Certified mentoring programs will be asked to complete a “Recruit Tracking Form” each month and submit by e-mail (melissa.simmermaker@iowa.gov), by fax (575.725.3010), or by mail: 200 East Grand Ave, Des Moines, IA 50309.

How often do certified mentoring programs in Iowa have to submit their totals?

Monthly; the table below provides an overview of reporting periods.

Due Date	Reporting Period
September 1	Reflects new mentors who signed up between August 1 – August 31
October 1	Reflects new mentors who signed up between September 1 – September 30
November 1	Reflects new mentors who signed up between October 1 – October 31
November 22	Reflects new mentors who signed up between November 1 – November 21

Who do I count as a “new mentor”?

Any individual who has signed up as a new mentor with your program and has expressed a sincere and long-term commitment. Because it can take a few weeks for a new mentor application to be processed, individuals do not necessarily need to be matched during the reporting period they are counted within.

How can my program promote the challenge?

The Iowa Mentoring Partnership has developed several promotional items that can be downloaded and customized with your organization’s logo (for free!). These items will be available by August 15th.

In addition, the Iowa Mentoring Partnership will be running statewide television and radio spots during the fall. For copies of these spots contact Melissa Simmermaker at 515.725.3187 or melissa.simmermaker@iowa.gov.

Why should my certified mentoring program submit its totals to the Iowa Mentoring Partnership?

To continue statewide recruitment efforts and to help bring home a win for Iowa youth! Your participation signals that you want the Iowa Mentoring Partnership to continue to host statewide recruitment efforts and that you support expanding the number of quality mentoring relationships in Iowa!

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