

MARKETING PLAN

DEFINE THE ISSUE

37% of state employees throughout Missouri report they are not receiving the training and development they need to be effective in their jobs. As departments across the state deal with increasing turnover rates, a mentorship program that offers connections, support and guidance is necessary to increase confidence and comfort within the state workforce.

OBJECTIVE

Encourage mentorship connections to help state employees feel supported through their development, ultimately retaining these employees and the skills they have to offer the state.

AUDIENCES

- All Missouri state employees
 - Distributed via Communications, Human Resources, and/or leadership teams

MESSAGES

The Benefits of Mentoring:

- Career development, relationship building, and improved health and emotional benefits are the most common outcomes from building a close connection with someone similarly-situated.
- Both mentors and mentees benefit from a mentorship relationship.
- Studies show mentored employees are more likely to stay, be promoted, feel connected to the organization, and improve their career outcomes. Additionally, their increased productivity benefits the organization financially.

The MOments Program:

- MOments is statewide initiative aimed at connecting Missouri's state employees in a mentoring capacity.
- The MOments program is a flexible, low-maintenance and self-paced mentoring opportunity that offers state employees the chance to connect with others inside their department or throughout any Missouri state agency.
- The program is accessible via the MOments website, which also houses numerous resources for the mentorship experience, including:
 - Training courses to make the most of the experience
 - A how-to document to guide users through the platform
 - Testimonials on behalf of mentoring
 - A guide for receiving training credits for mentoring sessions
- Anyone interested in becoming a mentor can fill out an application on the MOments website.
- Anyone interested in finding an inter- or cross-departmental mentor can do so using a filterable, automated search function on the MOments website.

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PLAN COMPONENTS

- All-user email to be sent to state employees prior to launch
- Sample newsletter article:

Take a 'MOment' to connect through mentoring!

Looking for some career development guidance? Have any communication or leadership skills you want to improve on? Willing to share your expertise and experiences to help others grow? The MOments mentoring program needs people like you!

MOments is a new resource available for all state employees looking to engage in a mentorship. Mentoring is a proven way to make team members feel supported and confident. Whether you're looking for that support yourself or want to share guidance with others, MOments has a place for you.

MOments connects mentors and mentees from any state department. Interested mentors can fill out a short application on the MOments website upon supervisor approval. Mentees looking for a mentor can then utilize a customizable search function on the website to find the mentors that best fit their needs and preferences.

The site also houses numerous resources to make the most of the mentorship, including a how-to guide, training courses for mentors and mentees, and a document outlining how to receive training credits for the mentoring sessions.

All sessions are eligible for training credits, which may go toward the Leadership Development Rule requirements, regardless of whether you're serving as a mentor or mentee.

For more information about the program, visit the MOments website or reach out to your Human Resources division. Take a MOment today to make a difference for yourself and others!

- Posters available upon request

TAKE A MOMENT FOR MENTORING

Mentees:

- Find mentors in any department
- Customize your mentor search for your needs

Mentors:

- Easy application process
- Offer your guidance to any state team member who needs it

Resources:

- Find relevant training opportunities, whether you're serving as a mentor or mentee

RECEIVE TRAINING CREDITS FOR YOUR MENTORSHIP SESSIONS!

Apply to be a mentor, find a mentor and more at the MOments website!

- MOments logos:

