PROGRAM BRIEF

The Mentorship program is an embodiment of the commitment of the Maryland Chapter of SMPS to assist A/E/C marketers in their personal growth and professional development. The program works to team marketers at all experience levels with seasoned A/E/C industry marketing professionals in a supportive, one-on-one environment. The program’s goal is to provide both the Mentor and Mentee with a professional relationship that is mutually rewarding.

The program provides:

1. Confidential resources to marketers and their firms
2. Expansion of professional networks
3. Access to a broad range of marketing tools and information
4. A forum to discuss career development

ELIGIBILITY

MENTEE: An SMPS member in good standing committed to meeting with assigned Mentor over the mid-year program term from January 2019 to December 2019. Mentees of all levels are welcome; beginner, intermediate, and advanced levels.

MENTOR: An SMPS Member in good standing. Mentors are assigned as intermediate, advanced, peer-to-peer, and C-suite levels.

HOW THE PROGRAM WORKS

APPLICATIONS: All perspective Mentees and Mentors must complete the application form and return no later than December 21, 2018.

PAIRING: Once the application is received, the applicant will receive an invitation to the Mentoring Mixer (to be held in January 2019) where they will have an opportunity to meet prospective Mentees/Mentors. As a result of the Mixer, Mentees will have met prospective Mentors and will provide their top three picks.

MENTORSHIP PROGRAM: Once pairs are made, each pair will be required to meet face-to-face at least one hour each month, or you may customize to your needs/individual requirements and schedules. A commitment letter will also be required for Mentors/Mentees to sign.

During the 2019 year, the Mentorship Chair will follow up with Mentors and Mentees to assist participants and evaluate progress of the relationships.

COMMITMENT: The Mentor and Mentees each commit to being paired together for one year. Mentors and Mentees will be required to sign a commitment form and acknowledge they have the support of their firm supervisor to participate in the program.

APPLICATIONS DUE DECEMBER 21, 2018

Send questions and applications to the Mentorship Committee chairs:
Korey B. Rubeling, CPSM, SMPS Maryland Immediate Past President, krubeling@bkma.com
SMPS MARYLAND MENTORING PROGRAM -  MENTEE APPLICATION

Name: ____________________________________________________________
Email: ____________________________________________________________
Phone: ____________________________________________________________
Firm Name: ________________________________________________________
Firm Address: _________________________________________________________
Title: __________________________________________________________________
SMPS Member No.: __________________________________________________________________
Years in A/E/C Industry: __________________________________________________________________

Check which disciplines you have been employed
___ Architecture  ___ Engineering  ___ Construction  ___ Other  ___________

What are your career objectives in the next three years (check all that apply)?
___ Advance to higher marketing position (name position) _________________________
___ Gain a broader understanding of the domains of practice
___ Become a CPSM
___ Transition from marketing to business development
___ Other: _____________________________

Have you participated in a previous program as a Mentee? If yes, list which organization/company and dates.

__________________________________________________________________________
__________________________________________________________________________

What are the top three benefits you hope to gain from participating in a mentoring program?
1. ______________________________________________________________________
2. ______________________________________________________________________
3. ______________________________________________________________________

What are the three most important things to you in finding a Mentor?
1. ______________________________________________________________________
2. ______________________________________________________________________
3. ______________________________________________________________________

Please list any concerns, questions, or information you would like SMPS Maryland to be aware of.
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

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SMPS MARYLAND MENTORING PROGRAM - MENTOR APPLICATION

Name: ____________________________________________
Email: ____________________________________________
Phone: ____________________________________________

Firm Name: _________________________________________
Firm Address: _______________________________________
Title: ______________________________________________
SMPS Member No.: __________________________________
Years in A/E/C Industry: _______________________________

Check which disciplines you have been employed
___ Architecture    ___ Engineering    ___ Construction    Other ___________________

What are your current responsibilities?
_________________________________________________________________________
_________________________________________________________________________

What areas of industry expertise would you like to share with a Mentee?
___ Development of Marketing Materials
___ Proposal Production
___ Database Management
___ Business Development
___ Public Relations Presentations
___ Website Development
___ Networking
___ Other ________________________________
___ Graphic Design
___ Writing/Editorial
___ Research

What types of personal and professional qualities would you prefer in a Mentee?
________________________________________________________________________

What three personal/professional growth benefits do you to hope impart to a Mentee?
1.
2.
3.

Please list any concerns, questions, or information you would like SMPS Maryland to be aware of.
________________________________________________________________________
________________________________________________________________________

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