

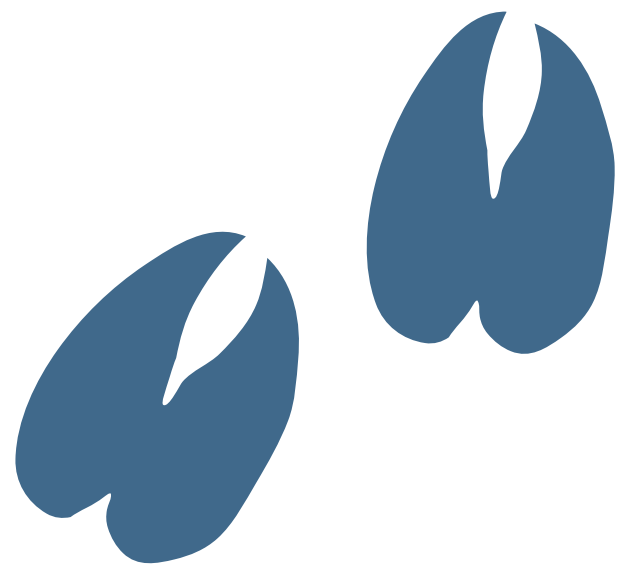
HERD

INSIDER



EDITION #1

MONTHLY MENTEE NEWSLETTER



WELCOME!

TO THE HERD MENTORSHIP PROGRAM

As a first-year student in the **Freeman College of Management, The Herd Mentorship Program** (HMP) pairs you with a Bucknell alumnus to foster meaningful connections and help you navigate your future career. Your mentor will provide guidance, share their experiences, and assist you in making professional decisions. **Let's start strong with this newsletter to keep you on track!**

UNDERSTAND OPPORTUNITIES | LEVERAGE ALUMNI CONNECTIONS | EXPLORE UNIQUE PATHS | ACHIEVE FORMATIVE MILESTONES | DEVELOP CORE COMPETENCIES | NETWORK WITH ALUMNI

PROGRAM GUIDELINES



- **Research & Preparation:** Always come prepared for your meetings.
- **Stay Accountable:** You need to connect with your mentor at least four times this fall semester for full credit. Use **Bison Ready** to log these interactions.
- **Model Professionalism:** Your mentor is here to help guide you in understanding professional norms. Use this opportunity to practice professional communication and behavior.



PREPARING FOR THE HERD MENTORSHIP PROGRAM!

Brainstorm what you want to gain from this experience

Here are some ideas to get you started:

- Understanding the transition into life at college
- Reviewing and updating your résumé and cover letters
- Getting tips on job and internship searches
- Preparing for interviews
- Discussing how to balance personal and professional priorities
- Creating a professional brand and utilizing LinkedIn

Questions? Ask **Bethany Slear:** bls037@bucknell.edu

Real learning comes from real experiences.





PROFESSIONAL DEVELOPMENT TIP!

Your mentor is really excited to get to know you! The first impression is everything. By coming to your first session with a SMART goal and mentor research, they'll feel like you want to make the most of this experience!

SMART GOALS

Setting clear and achievable goals is essential for your growth. Here's an example of a SMART goal that can help you gain leadership experience on campus:

S	PECIFIC	I want to hold a leadership position in the Consulting Club at Bucknell.
M	EASURABLE	I will actively participate in at least 3 student organizations and aim to secure a leadership role in one of them by my sophomore year.
A	CHIEVABLE	I will attend weekly meetings, volunteer for responsibilities, and network with current club leaders to better position myself for leadership.
R	ELEVANT	Leadership experience will enhance my abilities and prepare me for a future career in consulting
T	IME-BOUND	I aim to achieve a leadership role by the end of my sophomore year.

Work with your mentor to refine your own SMART goals and create a strategy for achieving them!

RESEARCH YOUR MENTOR!



Mentorship
program
biography

LinkedIn

Google
search

Bucknell
website

Company
website

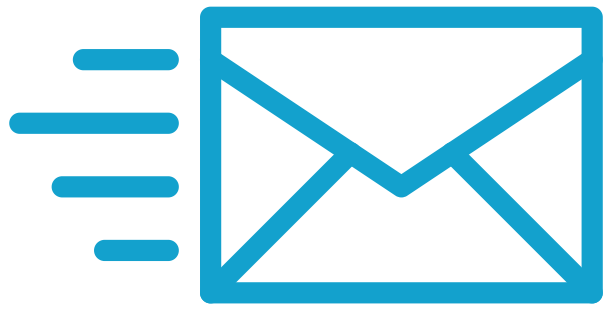
Before you write your first email, do your homework! Like job interviews, you should be searching your mentor's background through multiple platforms. Come prepared with information that you can use to break the ice with your mentor. **Make sure your LinkedIn is updated!**

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HOW TO WRITE A PROFESSIONAL EMAIL TO YOUR MENTOR!



Your first email is crucial! It sets the tone for your relationship with your mentor. It's best to personalize your email, but still stay professional.

Here's a simple guide to help you get started:

Template Email:

Subject: Bucknell Herd Mentorship Program

Hello (Mentor Name),

My name is Bucky Bison, and I am a first-year student in the Freeman College of Management. I am an intended markets, innovation & design major, but I am also interested in studying Spanish or International Relations. I am interested in joining a few clubs including the Freeman DEI Alliance and the Marketing Club. I'd love to find an internship for next summer, and I am excited for us to connect. When are you available to connect? I am free Fridays as I do not have class, and I can meet via Zoom, phone call, or email. What do you prefer? I look forward to meeting you!

Best,
Bucky Bison '28

Make sure you send your email by 10/1!

EMAIL ETIQUETTE what NOT to do?

1 Topics of Conversation

Don't discuss unprofessional activities. Remember your mentor's giving you advice on academics, time management, and extracurricular activities. **Not off campus social activities.**

2 Avoid Informal Language or Slang

Avoid using slang, abbreviations, or inappropriate language when emailing mentors. Keep the language in your emails professional and formal.

3 Don't Forget to proofread

Don't send an email without looking to over for typos and grammar mistakes. Spelling and grammatical errors can undermine your professionalism and credibility.



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MGMT 100



For MGMT 100, complete the following tasks:

- Herd Mentorship Program: Submit a SMART Goal** 150 points
- Herd Mentorship Program: Engage with your Alumni Mentor** 450 points
- Herd Mentorship Program: Second Mentor Connection** 450 points
- Herd Mentorship Program: Third Mentor Connection** 450 points
- Herd Mentorship Program: Share a message of gratitude** 450 points

HERD MENTORSHIP BADGE

On top of MGMT 100, you have the opportunity to earn the HMP badge throughout the course of your first year. Look for the badge with this logo for eligible tasks.



MENTEE EXPECTATIONS

RESPONSIBLE: Initiate contact with your mentor a minimum of eight (8) times throughout the academic year. Be prompt with your responses and coordinate convenient and frequent times for communication

PROFESSIONAL: Approach the mentoring relationship with professionalism and respect.

PROACTIVE: Stay on top of your communication with your mentor. If you have not received a reply to your mentor within one week, follow up with them.

RECEPTIVE: Keep an open-mind when interacting with your mentor. Remember, your mentor may not have had the same major as you intend or be in the profession that you intend. That's OK!

ACCOUNTABLE: Agree and commit to the expectations and goals. Keep consistent with responses.

RESOURCE TIP!

The Center for Career and Advancement (CCA) offers resume reviews, mock interviews, and internships resources. Consider scheduling a session with them to strengthen your career readiness.



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FREQUENTLY ASKED QUESTIONS!

What if I haven't heard from my mentor by 10/1?

→ Contact Bethany so we can ensure everything is on track.

What if my mentor doesn't respond to my email?

→ Reach out again and CC Bethany, so we can troubleshoot any issues.

What if I'm struggling to engage with my mentor?

→ Work with your mentor to set SMART goals and use those to guide your conversations. Be open to discussing your interests and asking questions about your mentor's career or professional experiences. If you're unsure how to engage, reach out to Bethany for support.

What if my mentor's career interests do not align with mine?

→ The match between you and your mentor was made considering several factors, including professional development and helping you transition into the Bucknell community. While career alignment can be helpful, it's not the primary focus. Your mentor is here to help guide you through professional norms and development—not to secure internships.

DROP IN OFFICE HOURS!

Monday & Friday, 1-2:30 PM

Holmes Hall 127

See you soon,
Max Wilson

mmw024@bucknell.edu

Herd Mentorship Program Student Liason



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