

Structure of the CReBUS eMentoring activities and what should be done

Workshop of the CReBUS project „Creating a business in the digital age – developing entrepreneurship competencies for young Europeans through eMentorship”

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eMentoring methodology (draft version, April 2011)



eMentoring Methodology

INTERNAL REPORT
by
University of Craiova, DPPD

CReBUS

CREATING A BUSINESS IN THE DIGITAL AGE: DEVELOPING
ENTREPRENEURSHIP COMPETENCIES FOR YOUNG EUROPEANS
THROUGH eMENTORSHIP

LLP – Transversal Programme, KA3 ICT, 2010-2012
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DRAFT

Alexandru Strungă and
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eMentoring methodology (final version, September 2011)

EACEA
Education, Audiovisual & Culture
Executive Agency

CReBUS

Education and Culture DG
Lifelong Learning Programme

eMentoring Methodology

INTERNAL REPORT

FINAL

September 2011



Alexandru Strungă and
University of Oradea

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The eMentoring methodology document is a guide on how to implement mentorship in entrepreneurial education using a Virtual Learning Environment (VLE) as part of the CReBUS project. The methodology, on the other side is the pedagogical analysis of eMentorship in terms of the aims, procedures, instruments and educational strategies used by the members of the European teams.

What is mentoring?

There are many definitions of mentoring and there are many differences from author to author. We have selected several definitions in order to clarify the concept:

1. Support, assistance, advocacy or guidance given by one person to another in order to achieve an objective or several objectives over a period of time (SOVA)
2. Mentoring is a one-to-one, non-judgemental relationship in which an individual voluntarily gives time to support and encourage another. This is typically developed at a time of transition in the mentee's life, and lasts for a significant and sustained period of time (Active Community Unit, Home Office)
3. The support of one individual by another within a personal relationship developed through regular contact over a period of time (Pan London Standard)

What is eMentoring?

In CReBUS we can define **eMentoring** as a *relationship that is established between a more senior individual (mentor) and a less skilled or experienced individual (mentee), primarily using electronic communications, that is intended to develop and grow the skills, knowledge, confidence, and cultural understanding of the mentee to help him or her succeed, whilst also assisting in the development of the mentor (Johnson & Ridley, 2004).*

Stone considers that there are four main phases of eMentoring (Stone, 2004):

- Building the relationship
- Setting clear expectations
- Monitoring results
- Providing feedback

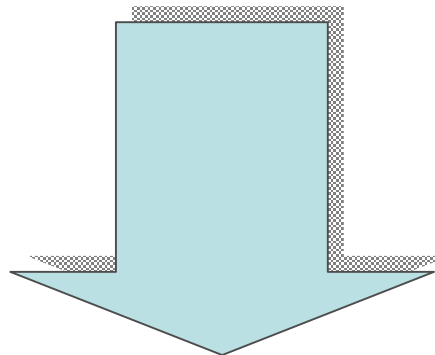
What are the expected outcomes?

- **Entrepreneurial Competences** (marketing, management, PR, communication, recruiting skills, between other);
- **Business Plan** and more important, a **Detailed Business Plan** as a result of the mentoring activities;
- **Work Programme** and **Detailed Work Programme** as a result of the pre-mentoring activities;
- **eMentoring Progress Reports**;
- **Action Plan** at the end of the eMentoring activities;
- **eMentoring Evaluation** at the end of the eMentoring activities;
- **Impact Evaluation** - 6 months after the completion of the eMentoring process;
- **Support Network** of colleagues (fellow students) and entrepreneurs; maybe creating a joint-venture with other student(s) or mentor(s)



Phase 1: Dissemination of the eMethodology

Phase 1: Dissemination of the
eMentoring methodology at
transnational, national and
regional level (until 24.10.2011)





Phase 2: Selection of the mentees and mentors

Phase 2: Selection of the mentees and mentors - candidates apply on filling the required information (CV, business interests or info) – until 24.10.2011

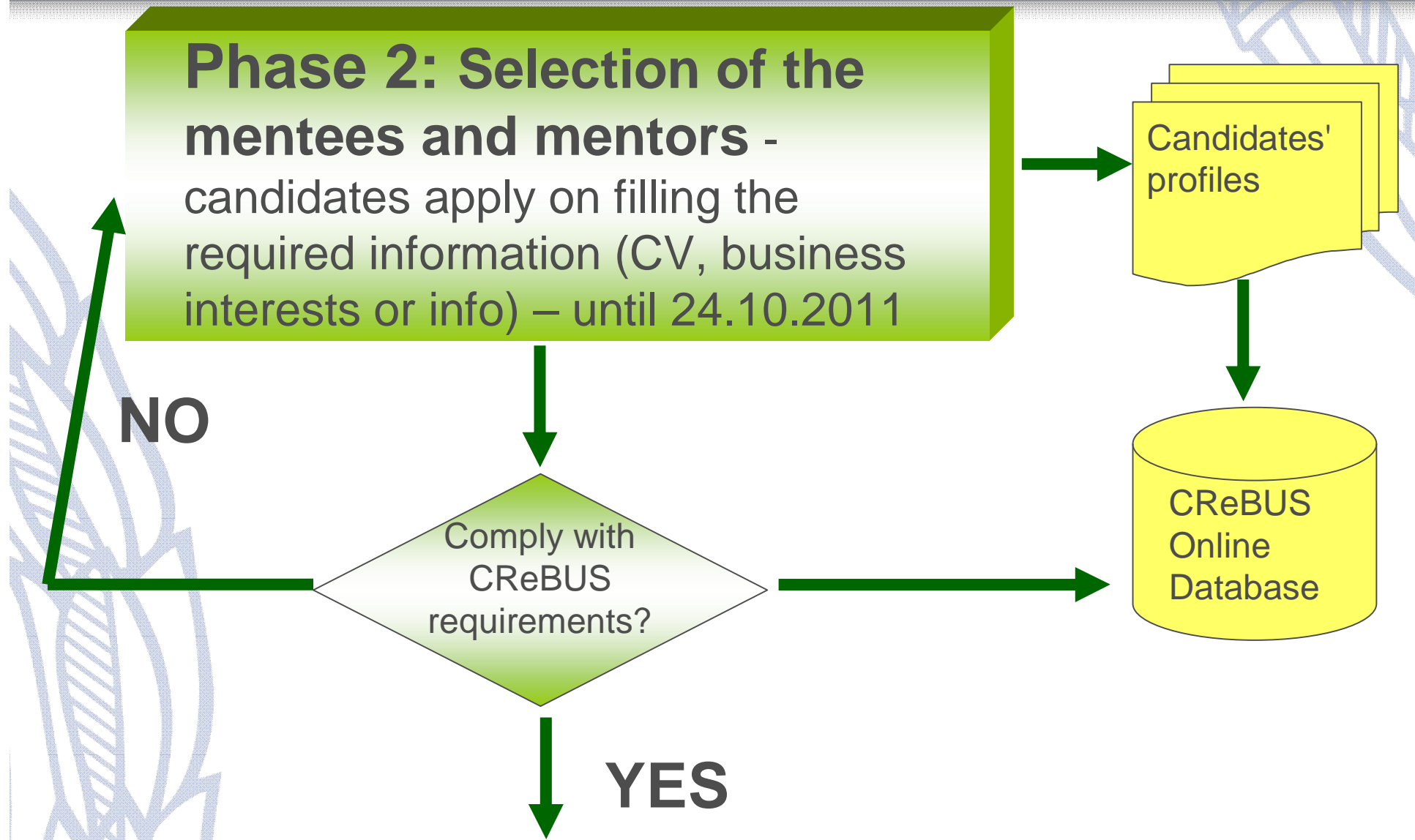
Candidates' profiles

Comply with CReBUS requirements?

CReBUS Online Database

NO

YES





Phase 3: First Workshop Training



YES

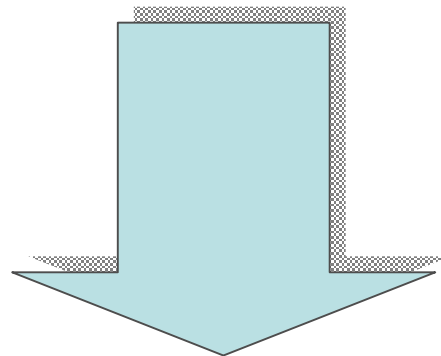
**Phase 3: First Workshop
Training** at national levels aimed
for producing 2 documents: *structure
of business plan and mentoring work
programme* (until 24.10.2011)



Structure of
Business Plan
(draft)



Structure of
eMentoring
Work Programme
(draft)





Phase 4: Selection of the mentees and mentors

Phase 4: Matching each mentors with an mentee at national and transnational level. Partners contact mentors from the Database to check their interest in working with the mentees (deadline - 01.11.2011)

Matching List
(national and transnational)

NO

Work programme
accepted by both
parties?

YES





Phase 5: Pre-mentoring

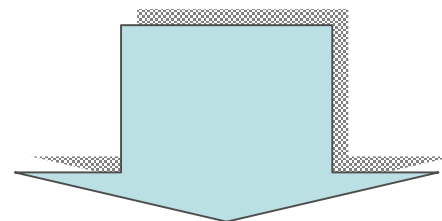


YES

Phase 5: Pre-mentoring - developing a detailed *eMentoring Work Programme* by the mentee in collaboration with the mentor. There will be included information regarding objectives, resources, schedule, milestones, outputs (**stage 1** (national) - 07.11.2011; **stage 2** (transnational) – 12.02.2012)



Detailed
eMentoring
Work
Programme





Phase 6: Stage 1 and Stage 2 of eMentoring activities

Phase 6: Stage 1 (national) and Stage 2 (transnational) of eMentoring activities.

Business Plans can include the following chapters: marketing, financial, operations/design, development and management plans (and appendix). eMentoring Progress Reports (at every 2 weeks) will comprise information on how the mentees made improvements regarding business plan and detailed work programme (there will be necessary a feedback from mentors as well) -

Stage 1 (national) 13.11.2011 - 18.12.2011

Stage 2 (transnational) 20.02.2012 - 02.04.2012

Detailed
Business Plan

eMentoring
Progress
Reports



Application for the online training/testing sessions

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Feedback



Phase 7: Final Evaluation

Phase 7: Final Evaluation

aimed to: developing mentees' action plans, eMentoring evaluation and improvement of the training materials and eMentoring methodology.

Stage 1 (national) 18-20.12.2011

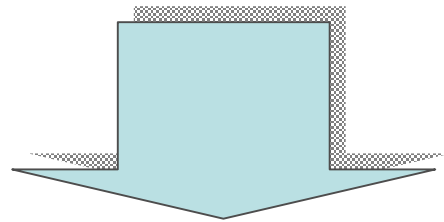
Stage 2 (transnational) 02-07.04.2012

Action Plan

eMentoring
Evaluation



Phase 8: Post-mentoring



Phase 8: Post-mentoring -

Gathering feedback from mentees after 6 months regarding their success; connecting the alumni group with the next group of mentees (or other interested parties). Deadline: 15.06.2012



Impact
Evaluation



Deadlines

Phase/Stages	<i>Stage 1 deadlines NATIONAL</i>	<i>Stage 2 deadlines TRANSNATIONAL</i>
Dissemination	until 24.10.2011	
Selection	until 24.10.2011	
First Workshop	until 24.10.2011	
Matching	until 01.11.2011	
Pre-mentoring	until 07.11.2011	until 12.02.2012
eMentoring activities	13.11-18.12.2011 (5 weeks)	20.02-02.04.2012 (7 weeks)
Final Evaluation	18-20.12.2011	02-07.04.2012
Post-mentoring	until 15.06.2012	



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Thanks a lot for your attention!