



Project SEED Needs Community Mentors – Lend your Expertise!

Project SEED (Socially Engaged Entrepreneur Development) is a social innovation project that promotes the exploration of social change strategies by young entrepreneurs and leaders in the Brock community. Project SEED encourages and supports these ideas of social change to benefit the Brock and Niagara community.

A student embarking on a social change idea will excel with the assistance of someone experienced in the realm of the project and someone who has an affinity for the Brock and Niagara community.

“Never doubt that a small group of thoughtful, committed, citizens can change the world. Indeed, it is the only thing that ever has.” - Margaret Mead

The Community Mentor Role

Community mentors will work with the student entrepreneur and a campus advisor to ensure success of the project.

Students will seek to work with mentors who have experiences that mirror the goals of the project. The mentor may have a particular skill set that is integral to the student. For example, the student is creating a community garden, so we have enlisted the help of an independent farmer/merchant - to mentor the student. This would be a successful mentoring match as the mentor would be able to share their practical farming experience and their project management experience.

Your mentee’s project idea has successfully passed the advisory committee’s evaluation and has been awarded funds to support success. Now the mentee needs you to help them take this idea to the next level.

Community mentors are asked to;

- Assist the student with their project planning from conception to completion and evaluation.
- Help the student entrepreneur as they develop the scope of their project action plan. Share stories of your successes and mistakes to help guide the mentee in their decision making

- Advise the student as they begin implementation of the plan
- Be a sounding board for the student – actively listening to ideas and offering constructive criticism
- Assist the student with their goal setting process. It can be difficult for someone without much practical experience to understand the limits, realities or roadblocks they will often face.
- Offer tips of the trade, and success strategies such as networking opportunities or hands on learning
- Fulfill the agreed upon time commitment - which will be established with your mentee

Program Requirements

- Completion of a career mentor profile in the mentormatch software to facilitate successful matching
- Mentor training – learn about mentoring and mentoring skills
- A time commitment of 2-4 hours per month once you are matched
- Willing and able to meet with your mentee regularly to establish and follow through with action plans

If you are interested in becoming a Project SEED career mentor please contact Jackie Crawford, Mentorship Plus Coordinator, at jcrawford@brocku.ca or 905 688-5550 ext 4853 or Lindsay Winger, Student Leadership and Engagement Coordinator, at lwinger@brocku.ca or ext 5847.

