



NATIONAL MENTORING CENTER

Vol. 2, No. 2
July 2004

Putting the "Men" Back in Mentoring

A look at one of the mentoring movement's toughest challenges

By Michael Garringer, Editor

Death. Taxes. Lack of male volunteers... OK, maybe I'm exaggerating, but on the continuum of problems experienced by most mentoring programs, a dearth of male volunteers seems almost inevitable, probably fitting in somewhere between "we need more funding" and "our insurance is too expensive."

With the exception of programs designed to exclusively match adult females with younger girls, most programs struggle with getting men in the door, through the application process, and into a match. This trend cuts across the entire volunteer world (males accounted for only 42% of all volunteers in 2003, according to the Bureau of Labor Statistics), but it is especially acute in mentoring programs, where the nature of the services often results in long waiting lists of boys eagerly awaiting the day a few men decide to step up and take the mentoring plunge. As one program coordinator wrote on the MentorExchange listserv a while back: "I've never heard of a mentoring program that did *not* face this issue."

One would think that with an issue this pervasive in the mentoring/volunteer field that there would be a plethora of research, defined best practices, and a clear body of knowledge around the issues. Unfortunately, male recruitment seems to be yet another under-researched area of mentoring program development. The background research for this article, while no means exhaustive, turned up very little solid research-based information. Most people seem to be just kind of winging it or sharing strategies via word-of-mouth and in online discussion forums (a short collection of strategies culled from

the NMC's MentorExchange listserv appears on Page 9 of this issue).

As it stands now, probably the best resource on the specific topic of male volunteer recruitment is a 1999 Corporation for National Service report done by Stephanie Blackman entitled *Recruiting Male Volunteers: A Guide Based on Exploratory Research*. It is not mentoring specific, and the research is indeed exploratory, but it offers an excellent overview of some of the challenges around male recruitment and solid strategies for overcoming them. This article will follow a similar framework to the one laid out in that report: background thoughts on the issue, identification of barriers to male involvement, and solutions and strategies that your program can implement, but all viewed through more of a mentoring-specific lens.

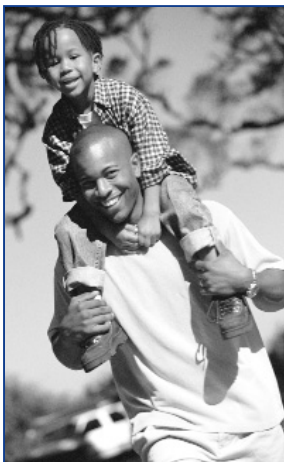
We hope this article will get your program ready to tackle the male recruitment dilemma through a deeper understanding of the issues (both internal to your agency, as well as external) and a variety of things your agency can change (both in mindset and specific recruitment activities).

THINGS TO CONSIDER ABOUT MALE RECRUITMENT

Before delving into the "why and how" of recruiting male volunteers, there are a few points that can help frame the discussion:

- **It is difficult to avoid generalizations and stereotypes.** With a topic like this, there's simply no way around it... As soon as we start talking

See *MEN*, Page 2



OJJDP

Office of Juvenile Justice
and Delinquency Prevention



Northwest Regional
Educational Laboratory

MEN:
continued
from Page 1

about what men “do” and “how they are” we instantly enter the realm of stereotypes and generalizations. This is not to say that our society *doesn't* have some deeply ingrained expectations of masculinity, coupled with some very overt means of socializing men within certain boundaries. Clearly, it is possible to make blanket statements about what our society assumes men are like and what it expects from them.



But those assumptions may or may not be part of your mindset or the strategies and approaches your program chooses to implement. Just because some people equate men with power tools, sports, and a fear of relationships, it doesn't mean you have to. There is a fine line that programs must walk between playing off something that could be perceived as a stereotype in an effort to get men in the door, and reinforcing that stereotype to the point that it actually drives men away. So be careful as your program thinks through these issues not to make blanket statements about men that lead to the exclusion of some from your program. We're not all from Mars, and we're not all Alan Alda either.

• **Race, culture, religion, socioeconomic factors, and other volunteer demographics matter as well.** It is important to remember that there is likely to be a wide variety of non-gender factors that will greatly influence a potential volunteer's decision on whether to get involved with your program or not. How you approach a local men's church choir may be totally different than how you approach a college fraternity. Or the Elks club. Or Hispanic men from the high-tech industry. Just keep in mind that there's plenty of variety and diversity in that 49 percent of the population known as men, and any good targeted recruitment effort should look at “male” as just one of many volunteer qualities that should be factored into a recruitment strategy.

• **This is not a “best practices” guide.** As mentioned earlier, this article is just looking at the issues and what folks are doing. It's not making recommendations resulting from any kind of hard, evidence-based research. While it is certainly beneficial to explore what folks in the field are doing, this is yet another area where the mentoring field has a clear need for more research and better understanding. Unfortunately, no one in the youth mentoring community is offering up the money to research true best practices the way we need.

WHY ARE MEN NOT FLOCKING TO MENTORING?

There are many, many theories as to why men shy away from volunteer work, and mentoring specifically. Some of these may be things that your program can minimize and change. Some of these are the outcomes of socialization and traditional social gender roles that programs may be able to do very little about (except use them to their recruitment advantage when they can). Regardless, these theories do not apply to all men, or perhaps even *most* men. But there is probably a kernel of truth in each of them. It's up to your program to think about how these might apply to your potential male volunteers and the level to which you feel they are stereotype or general reality.

• **Men do not value volunteer work as much as paid work.** This is a natural extension of what's commonly known as the “breadwinner” syndrome. Essentially, men may feel that the work they do should be paid work, since traditionally the bulk of the income burden in families has fallen on them. Clearly that has changed in the last 30 years or so, but there is still a lingering sense in some people, at a rather deep level, that volunteering is something for women to do in their spare time, not something that a man should be doing. He should supposedly be earning money with his time.

• **Men have a bigger time crunch.** Hand in hand with the breadwinner issue is the belief that men don't have as much time for mentoring (since they are theoretically out earning all that money). I think this is simply true of any person who is working a lot of hours in a demanding career, not just men. And certainly if your program has matches meeting during business/school hours, it may be difficult to get volunteers during those hours, male or otherwise. But there is still a lingering perception that men have heavier work schedules, and as a result, less free time to offer.

• **Volunteering with children is viewed as a “feminine” activity.** This is especially true of youth mentoring, where an emphasis is put on relationship building, nurturing, and child development. These are traditionally feminine roles in our society. I think it's safe to say that this attitude greatly affects the level of male involvement in many areas of our society (with their own children and in the education and social service fields), not just mentoring. Frankly, given how deeply parental involvement affects children, a lack of male involvement is partially responsible for many children being in mentoring programs in

the first place. Just keep in mind that a certain portion of your male recruits will not view building a healthy, developmental relationship with a child who is not their own as something they should or could do. It's your job to change their mind.

- **Deep down, they are scared or lack confidence.** I think all mentors face this to some degree. We are, after all, asking them to help out by forming a close bond and sharing who they are with another human being. Combine the gravity of that prospect with the stereotypical view that men have trouble forming close relationships, not to mention the fact that men are not traditional “nurturers” for youth, and one can see why many men might be afraid to take the plunge or may feel that they don't have the necessary skills to be a good mentor.

- **Fear of allegations of abuse.** This is a huge issue for mentoring programs, but one that I don't think gets discussed enough. Let's just say that Habitat for Humanity doesn't have to think about this one as much when recruiting men. There will be a percentage of men who feel uncomfortable about being matched with a youth in a mentoring setting. They may have heard apocryphal stories of men being accused of all kinds of things. They may be worried that the youth in your program have issues that may trigger a false accusation. Blackman notes:

Because men are not expected to volunteer in social services, those who do so run the risk of having their motives questioned... this research suggested that some men are reluctant to volunteer because they are concerned about false allegations... or being perceived as 'predators.'

- **Men may be unaware of the need for mentoring and uninformed about how your program works.** Certainly this cuts across all recruitment challenges, but if men have traditionally felt that nurturing and child development activities were not their “domains,” it stands to reason that many of them may be less aware of the issues facing today's youth and the ways in which mentoring relationships can help. Your program may need to put more effort into explaining why kids need mentors and how, exactly, these intentional relationships help. I'll even admit myself that the concept of mentoring seemed rather strange and “touchy-feely” when I came to work at the NMC six years ago! I understood the tough issues kids faced just fine, but it took me a while to see how these relationships actually helped solve kids' problems. You may need to spend more time

educating certain audiences of men as to what's happening with youth and how your program can help them be part of the solution.

- **Poor marketing by programs.** In our time providing assistance to mentoring programs around the country, the staff of the NMC has really found this issue to be the big one. Yes, the stereotypes, half-truths, and gender politicized circumstances above are all factors to some degree, but I think most of them can be overcome through good marketing at the local (or even statewide) level. I think gender roles in the United States are shifting to the point where many of the traditional views of masculinity and social involvement by men are becoming antiquated. But programs, and the marketing strategies that influence how they project themselves to men, may be still wrapped up in that old, tired thinking.

The next section touches on many of the changes you can make to market more effectively to men. It's just worth noting that often the problem isn't men, or what men want to be involved in, or what baggage men bring to the equation, but rather how programs promote themselves and how good a job they do in making themselves relevant to men.

STRATEGIES FOR GETTING MEN INTERESTED AND INVOLVED IN MENTORING

Once you've given some thought to why men aren't flooding your agency with applications, it's time to turn your thoughts to what exactly you are going to do about it. The following section offers some strategies that you may choose to implement. Some come from the Blackman guide, others from online discussions, more generic volunteer recruitment materials, and conversations I've had with program folks over the years.

Before determining what strategies might help your program attract more men, there are a few broader questions to consider:

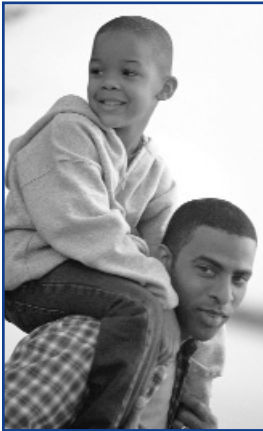
- **How important is this particular issue to your program?** What percentage of your mentees are boys? How many of them are on a waiting list? Do you allow cross-gender matching? Are you already happy with the number of male volunteers you have? With an *NMC Bulletin* readership of 6,000 people, I'm assuming that some of you reading this may not have as big a problem with male recruitment as others. Lots of programs just serve girls, while others are focused around

See MEN, Page 4

“MANY OF THE TRADITIONAL VIEWS OF MASCULINITY AND SOCIAL INVOLVEMENT BY MEN ARE BECOMING ANTIQUATED. BUT PROGRAMS, AND THE MARKETING STRATEGIES THAT INFLUENCE HOW THEY PROJECT THEMSELVES TO MEN, MAY BE STILL WRAPPED UP IN THAT OLD, TIRED THINKING.”

MEN:
continued
from Page 3

specific activities such as vocational development or academic achievement that might render the mentoring relationships fairly gender neutral. Recruiting males in sufficient numbers may require a lot of work and a lot of staff time. Take the time to investigate the need, the required effort, and the benefits to your program before making deliberate male recruitment a real priority.



• **What is your formal stance on cross-gender matching? Can it change?** The need for men for your program is directly proportional to how much of a necessity you have made it in the structure and focus of your program. Is the fact that 90 percent of your mentees are boys, in combination with your policy against cross-gender matching, actually crippling your program's ability to make matches? There's nothing wrong with programming that strictly matches along gender lines. But if you are having big problems with gender ratios between mentors and youth, a review and revision of the assumptions and decisions that led to your gender-related *policies* may be just as useful to you as an overhaul of your recruitment efforts. Sometimes the volunteers are there, and it's the program that needs to change to maximize its value to the kids.

No matter which strategies you choose, it's vitally important to incorporate them into a more formalized recruitment plan. A thousand good ideas done haphazardly will be less effective than one decent idea done really well. And at some level, what we are talking about here is just good targeted recruitment strategy: figuring out who you need to have (in this case, men), where you can find them, and developing carefully crafted messages and media that factor in the traits, values, and characteristics of said group. The more specific and focused you can make it, the better. Don't just aim for "men" as a whole. Recruit the specific men you need for the kids in your program.

1. In general, take a hard look at your internal recruitment and marketing practices:

• **Thoroughly review your marketing materials, language, presentations, etc.** Take a look at your "stuff": recruitment fliers, brochures, Web site... are there men pictured? Is there language that focuses almost exclusively on the "warm fuzzies" of mentoring? Do your recruitment presentations only talk about the needs of youth, the problems of youth, at the expense of some of the benefits of participation that might

appeal to men? Make sure that the words and pictures you use for your program don't inherently make men feel like they are not a part of what's going on in your agency.

• **Reconsider where you are looking.**

Churches, social clubs, fraternal organizations, and specific work environments (such as high-tech or other male-intensive fields) all came up in most of the online discussions about where to find male volunteers. Other one-time opportunities such as sporting events and auto shows can also provide you access to large numbers of men. Try and have a good mix of specific organizations that you target and a responsiveness to particular one-time events where you should have a presence. This is an area where a strong online presence may help your organization immensely, so take a look at that Web site from a male perspective. There are plenty of men in cyberspace.

• **Take a look at your staffing and volunteer environment.** As a man, what do I see when I walk in the door? Are there men on your staff? Are there other male volunteers around? As Blackman puts it:

...assumptions that men do not volunteer in social services are reinforced when men do not see or have personal contact with other men who volunteer... not having male volunteers already puts you at a disadvantage... You face the "double whammy" of having (few) male volunteers to show potential recruits how men might fit into your organization and of having a cyclical pool of female volunteers who in turn bring other women in their lives into your agency.

Step back and assess the people and physical space you operate in from the perspective of a hesitant male volunteer. Does the décor of your physical space offer a balanced gender message? How about the people a volunteer comes into contact with? Where might that hesitant male volunteer get the wrong impression about how much they "belong" in your program?

• **Reexamine how you are asking men and who is doing the asking.** Some more specific ways to ask follow below, but take an assessment of your pitch and who is making it. Several things are worth keeping in mind here:

—Blackman noted that many of the male volunteers she talked with needed (and wanted) to be formally asked to help. Often it was not enough for a program to just present the youths' needs or

explain how mentors help, and have those serve as real motivators. Men may need to be directly asked, even challenged. They may need to hear, “we need your help... can you step up to the plate?”

—*Who* is asking? Ideally, this will be other male volunteers, or a male Board member. There’s a general consensus that men are more likely to say yes if the appeal comes from someone who is already “walking the talk” in the program or who occupies a position of authority in the community.

—How effective are the *methods* of delivering your message? It may not matter that you have the male CEO of a local corporation doing a PSA for you if it runs during programming that is not popular with men. Did your newspaper ad run in the sports section or the home and garden section? There’s no point in crafting a good message for men, and having a man deliver it, if you’re delivering it in the wrong place at the wrong time.

2. Utilize other men heavily in your one-on-one recruitment efforts.

Although touched on above, I’ve included this tip as its own item because of the overwhelming agreement in the field that this is key. Men may need some help visualizing themselves taking part in mentoring. If they can see other men succeeding in that role, it may help them overcome some of their fears. Try and build in a direct appeal from another man at some point in the recruitment process and try and bring some male volunteers with you when you go out and do recruitment presentations.

In addition to current male mentors, you should also be asking male Board members, CEOs of local businesses, local celebrities, and prominent athletes to help make the case. The Mentoring Partnership of Minnesota did a targeted effort a few years ago in which the head coach and a player from the Minnesota Vikings recorded PSAs that aired during broadcasts of games and on the Jumbotron in the stadium on game days (although, in an ironic and slightly humorous aside, one might wonder if the team couldn’t have found anyone a bit more “manly” than the placekicker, who did the PSAs along with the coach...).

Obviously, your program may not be in a position to form a one-on-one partnership with a major sports team, but it does illustrate that even if you don’t have a huge number of men in your program

that can help you recruit, you can form strategic partnerships that help put a male face on your efforts.

And if you get stuck looking for that all-important male to do these all-important appeals, it’s worth remembering that the mentoring movement does have one very visible champion who encourages all citizens to volunteer as mentors in almost every major speech he makes. He’s currently known as *mister* President, and his enthusiasm for mentoring is bound to appeal to at least some of the men you are recruiting.

3. Have women in their lives do the asking.

This one is brilliant in its simplicity. Many a man has been talked into doing something at the request of a wife, mother, girlfriend, sister, or daughter. In an online discussion about male recruitment sponsored by the National Mentoring Partnership, one program person noted: “I, for one, was grabbed by my shirt collar by my wife and brought to mentoring kicking and screaming all the way.”

That same online discussion also revealed this interesting strategy: requiring all prospective female mentors to give an application to at least one male friend before they are accepted into the program.

4. Provide plenty of options.

One theme that came up over and over in researching this article was that of providing men with a variety of service options. If you’re having trouble getting men to commit fully to one-on-one mentoring right off the bat, perhaps they can start off doing some other work around the agency so that they can get a feel for the place, get familiar with the kids, and then maybe decide that they would like to actually mentor. One great suggestion from the Blackman guide that could easily be adapted for mentoring is to have men who are “on the fence” be given the opportunity to essentially job shadow an existing match: accompanying them on a few outings, observing mentoring in action, and perhaps engaging in a small amount of interaction with the youth. This could be done as part of the recruitment process and might calm fears, recalibrate expectations about what mentoring will be like, and give themselves a chance to picture themselves in the role.

Other options that may help male recruitment include group mentoring (which many volunteer coordinators in online forums felt would suit men’s comfort level well), whole-family mentoring

See MEN, Page 6

MEN:
continued
from Page 5

opportunities (this is a growing movement in the service learning field as well), and less “intense” forms of mentoring such as e-mentoring and work-based mentoring.

And of course, activity-focused mentoring relationships may appeal to men more. One coordinator on the MentorExchange listserv mentioned having tremendous success making matches using students (almost entirely male) from information systems and computer networking classes. I wonder how many computers, routers, and servers *those* matches have built in garages in the last year. There’s probably a few matches in your program that would love to help with your Web site, or do some light remodeling work on your office, or do the maintenance on the

agency van... The reality is that Habitat for Humanity gets a lot of male volunteers in part because they are building something. They can see progress, they are engaged in a process. The point being that men may be more comfortable when given something to *do* with the youth.

You may not be in a position to graft a wide variety of volunteering options for men onto what you are already doing. But creating some flexibility and employing some creativity may get men to the comfort zone they need so they can at least *begin* participating in what you are doing.

5. Provide proper motivation for men.

This is tied in with how you make your recruitment

Resources, Materials, and Online Forums Discussed in This Article

Blackman, Stephanie T. (1999). *Recruiting Male Volunteers: A Guide Based on Exploratory Research*. Washington, DC: Corporation for National and Community Service, 1999. Retrieved May 20, 2004, from http://www.nationalservice.org/research/fellows_reports/99/blackman.pdf

MentorExchange Listserv, operated by the National Mentoring Center. <http://www.nwrel.org/mentoring/listserv.html>

MENTOR/National Mentoring Partnership’s Online Community Forum: Mentor Recruitment. Archived online at: <http://64.124.46.149/?230@135.mCmVamQHAmR.0@.ee7a268>

Big Brothers Big Sisters “Little Moments. Big Magic” Campaign. Promotional movie available for viewing on the BBBSA website at: <http://www.bbbsa.org>

Other Resources on Targeted Mentor/Volunteer Recruitment

Big Brothers Big Sisters of America. (1994). *Pass it on: Volunteer recruitment manual. Outreach to African-American, Latino/a and other diverse populations*. Philadelphia: Author.

Ellis, S. (2002). *The volunteer recruitment (and membership development) book*, 3rd ed. Philadelphia, PA: Energize, Inc.

Jucovy, L. (2001). *Recruiting mentors: A guide to finding volunteers to work with youth*. Technical Assistance Packet #3. Portland, OR: NWREL, National Mentoring Center. <http://www.nwrel.org/mentoring/pdf/packthree.pdf>

National Mentoring Center. (2000). *Strengthening mentoring programs. Training Curriculum. Module #1: Targeted Mentor Recruitment*. Portland, OR: NWREL, National Mentoring Center. <http://www.nwrel.org/mentoring/pdf/Mod1.pdf>

pitch. What are the things you tell prospective male mentors to make them feel compelled to serve? Do you focus on youth statistics? Program outcome data? Personal testimony of participants? What is the context you put your services in?

Motivation Approach #1

The Blackman guide suggests that men may be motivated to serve if you focus on how their skills can make an impact in the real world via your program. They may not be rebuilding an engine or erecting a fence through your program, but there are social problems, youth problems, that need fixing. In this era of outcome-focused funding streams, many youth service agencies are already looking at the big-picture financial and social impact outcomes of their services. Blackman notes that:

The same logic—and many of the same valuations—can be applied to volunteer work and communicated to recruits... detailing how time spent with your client population saves resources, prevents an unfortunate situation, or yields financial rewards. Connect volunteering and its economic or social impacts... and indicate what might happen if the positions for which you are recruiting remain empty.

Making the relationship less about “nurturing” and more about concrete outcomes and objectives might appeal to men. But be wary of instilling in your mentors the idea that it is their job to fix *the youth*, when in reality you are encouraging them to help with a concrete social problem or situation. You may find that men are more motivated if this is presented to them as a “challenge” that you are asking them to face.

So, focusing on the “hard work” and “challenges” of mentoring is a good strategy for men, right? Then it should come as no surprise that America’s leading mentoring organization decided to do, well... just the opposite.

Motivation Approach #2

In 2001, Big Brothers Big Sisters did some extensive focus group work as part of a re-branding campaign. As a result, they re-envisioned and repackaged BBBSA marketing strategies and recruitment materials to downplay what some potential volunteers perceived as the daunting, labor intensive, and “superhero”-esque aspects of participating in a mentoring relationship.

“That [campaign] came out of the focus groups,” says Joyce Corlett, Director of Program Development at the BBBS National Office, “which told

us that positioning BBBS as a *fun* experience is more effective than ‘saving children.’ For example the theme we’re using of ‘Little Moments, Big Magic.’ We are really emphasizing that just as they (potential volunteers) had individuals in their lives that brought excitement to the everyday, who transformed them with little moments of ‘magic,’ they can be that person for a child.”

BBBSA, while certainly not minimizing the seriousness of the level of commitment a mentor needs to bring to the table, is correct in recognizing that some potential mentors may be overwhelmed by feelings of “not being good enough” or too unskilled to be a mentor. Others may simply think it doesn’t sound like a lot of fun when the focus is on serious developmental needs.

Ultimately, programs may best be served by using a combination of approaches that emphasize the benefits to the mentor (and society) and the outcomes the program hopes to achieve, while also letting them know that it will be a fun and satisfying experience. Perhaps different approaches will work on different groups of men? A little trial and error might give you an idea as to which approach works best with, say, fraternity members, or retirees, or firemen.

6. Address their fears about service.

In addition to emphasizing to them that they have the skills and ability to be great mentors, you will need to reassure men that participating in your program will be *safe* for them as well as successful. This concerns the prospect of false abuse accusations by youth, as well as the perception of mentors by the community.

You should go over the safety net you provide to volunteers at multiple points in the recruitment process. Talk to men about why and how you do background checks. Explain that your risk management policies are there to protect them as much as your agency. Nothing about the recruitment process should make an applicant feel as if they are somehow “guilty until proven innocent” through your screening mechanisms. That’s not what it’s about. Be honest with them about the potential for false allegations (which should be extremely minimal if your program has proper measures in place) and what your policies are for handling those situations if they do arise. It’s an unfortunate reality that applies almost exclusively to male mentors, and anything that can be done to allay fears through honest discussion is well worth the effort.

See MEN, Page 8



MEN:
continued
from Page 7

This discussion should also cover situations in which such allegations are made by someone other than participating youth or their parents. We recently had someone call the NMC about a situation in which a community member had accused one of their mentors of being a pedophile simply because he had been at the same park with two different boys that week (he was mentoring two youth through the program). Would your program know how to handle that situation? If it didn't, as a man, I might hesitate to participate in the program.

Also, emphasize the ongoing training and support services that you offer, which can convince them that they won't be walking into this without you having their back. Which brings us to...

7. Retain the ones you do have!

All mentors are precious commodities, but the scarcity of men, and their importance in the process of recruiting other men, makes it paramount that you find ways of keeping the ones you have.

All-male support groups or group outings may make them feel welcome and connected, especially if you have few male participants. Be careful, though, of devaluing your female volunteers. Just because the men are rare doesn't mean that they deserve preferential treatment. Give your male mentors the extra support or attention they may need, but not to the exclusion of the other people who are doing wonderful things in your program.

Obviously these strategies are only a starting point. Additional ideas for recruiting male mentors can be found in the "Tips from the Field" section on Page 9.

CONCLUSION

While this article has touched on many concepts, both intellectual and practical, surrounding male recruitment, it is worth noting that there is no right or wrong way when it comes to getting men to mentor. What works for one program in one town may be an abysmal failure the next county over. At some level, we're just talking about good, old-fashioned targeted recruitment principles, well applied. As with almost anything at the program level, the amount of success one finds is likely directly proportional to the quality of the staff and the amount of effort put into planning and implementation. So find what works best for you.

It is also worth noting that this is perhaps a problem that the mentoring movement will be unlikely to solve anytime soon. There may be something inherent to mentoring that lies on the other side of a line that the majority of men in our society, as of now, are unlikely to cross.

As I researched this article I found myself wrestling with the question of: Does this say more about gender roles in our society or the lack of a body of knowledge at the program level? In other words, are programs not reaching out enough, or are men just not volunteering because they are, well... men?

As stated earlier, I think the last 30 years have seen some fairly dramatic shifts in how our society defines men and how we socialize men. We may still buy *Men Are From Mars, Women Are From Venus* in staggering numbers, but I think a lot of baggage about what men can and should do, and how they should feel and act and love, is slowly being lifted. And certainly, mentoring has never been more hip and popular than it is now. Those two trends have to converge at some point, right? For the sake of all the youth who need that positive *male* role model, here's hoping so. ♦

Tips From the Field:

The following tips and suggestions on recruiting male mentors have been drawn from postings to the NMC's MentorExchange listserv:

◆ Men and boys do better in group situations. In other words, one or two men to two or three boys. They seem to be less "threatened" in larger groups, more willing to open up or let their guards down (the competitive thing!)

—*Program Coordinator, St. Charles, IL*

◆ In developing a recruitment plan it is best to poll several men, and boys of different ages as to what they need, how they need to receive and hear it, and whom they prefer to hear it from. Go to the source and help them take ownership in that part of the program.

—*Program Coordinator, St. Charles, IL*

◆ Provide a "menu of volunteer activities" for people to consider (being a helper at one event, for instance). Remember that 1:1 mentoring is the most commitment that you can ask from a volunteer. You might want to use a step up approach. Allow men to see the program in action without putting them on the spot to make a commitment.

—*Program Consultant, Encinitas, CA*

◆ In focus groups our program conducted over the summer, the men were very clear on the fact that they were more likely to volunteer if asked by another man, especially if that other man was involved in the activity already.

Another interesting fact we learned from the focus group participants: Most of the men volunteers in YouthFriends were recruited by someone at work or at church. This has allowed us to focus our efforts even more on the faith community and corporations. One school district coordinator had her female teachers ask their husbands to ask their friends at work.

At one workplace we netted 14 male volunteers in one effort!

—*Recruitment Director, Kansas City, MO*

◆ Make sure the person doing the recruiting is also mentoring. Nothing rings more hollow than a person trying to recruit who hasn't found the time himself. Just be aware that males typically aren't thrilled about all this talk of "relationship building." Women are much more comfortable with it. Therefore, you have to help men to understand who this population is, what they will be asked to do, and emphasize consistent support and training from the program.

—*Program Consultant, Encinitas, CA*

◆ If you try recruiting from colleges/universities, consider targeting colleges/departments of business. We have had great success recruiting mentors (mostly male) from Information Systems/Computer courses to mentor young boys while integrating technology skills into their mentoring time. Also, when approaching colleges/departments of business, emphasize how important it is for future business people (i.e., the college students) to be exposed to diverse people as they are most likely going to work with diverse coworkers and clients later on. Furthermore, it helps them build strong team-building and leadership skills as they take someone under their wing. It's especially important today that colleges/departments of business step up to the plate in their outreach to the community given the recent string of unethical conduct by large corporations. They need to instill in their students a real sense of ethical behavior and understanding of diverse populations. We have found these to be great selling points for recruiting more males (and with great skills!) to our programs.

—*Program Director, Long Beach, CA*

◆ At our advisory committee meeting last week, we discussed this topic again. Some suggestions were made including approaching groups such as 100 Black Men (assuming they have a chapter in your community) or other similar organizations. The Latino men who are already involved in our program were recruited from a nonprofit support network for professionals working with Latino populations. We are also working with a faith-based partner that is starting a support group for Latino men, and we plan on recruiting from this group as well. We are also planning on doing a press release focused on this issue, highlighting the Latino men who are already taking an active role with the youth in the community.

—*Program Coordinator, Madison, WI*

You can learn more about the MentorExchange listserv, and sign up to contribute your thoughts about mentoring, on the NMC Web site at:

<http://www.nwrel.org/mentoring/listserv.html>

Getting Deep on Male Recruitment:

An Interview with Richard Rowe

Conducted by Michael Garringer, Editor



In a effort to broaden the scope of this issue's look at male involvement in mentoring, we turned to our colleague Richard Rowe, one of the mentoring movement's pioneers in exploring strategies to get men more involved in volunteer settings and contributing to community and youth development efforts.

Richard is the former Director of Programs and Administration for the Baltimore Mentoring Partnership and has received national recognition for his work in recruiting African American male volunteers and developing programming for male students.

NMC: Richard, you've been dealing with issues of male-focused programming and recruitment in mentoring for some 15 years now.... Talk a little, if you will, about some of your earlier efforts at getting men into the mentoring movement. What made you want to focus on male involvement in mentoring? What were some of the big challenges back in the day, and how have some of the issues around male volunteering changed over the years?

Richard Rowe: My interest in getting men into the mentoring movement started back in the early '80s while I was employed at the Baltimore Urban League. I spent much of my time examining what appeared to be a trend downward in the socioeconomic and educational achievement levels of African American male youths across the board. School dropout rates were increasing, involvement with street gangs was on the rise, and unemployment rates were climbing; contact with the criminal justice system was also becoming more frequent. At the same time, there were more and more male children, at least in the African American community, being raised by their mothers, and fathers were absent in many of their lives. So I started noticing very early on that many of the young men I was reaching out to and providing services for had few, if any, positive adult male role models who were playing a significant role in their lives.

This was quite different from my own upbringing in the '50s and '60s in Detroit, where I had an abundance of positive men (neighbors, teachers, uncles, cousins, church members), including my father, who played a critical role in my life. Moreover, there just seemed to be a "village" of positive men who lived six to 12 blocks away in every direction who were around to talk to, or seek advice from, and who were

setting positive examples of what constituted black manhood. I felt I had more male mentors in my life long before the term "mentor" became popular.

Unfortunately, this "village" of positive adult black men started to disappear in the late '70s and early '80s, and we now have far too many male youth growing up without the valuable influence of, and nurturing from, positive men. While there are all kinds of socioeconomic circumstances and explanations for what has happened in many inner city and urban communities, the truth is that I came in contact with a lot of these young men who needed the same kind of "village" of men that I was blessed to have, and their mothers, who were desperately crying out for immediate help.

Some of the challenges recruiting men 15 years ago (thinking of my work with Project RAISE in Baltimore) are pretty much the same challenges we are faced with today. There have always been men who understood the problem and who were willing to serve as volunteers (Little League coaches, Boy Scout Leaders, camp counselors, etc.). In spite of these individuals' efforts, the problems with male involvement in the African American community have often been related to *quantity*. There were never enough adult male mentors (especially black men) to go around in Project RAISE, in relation to the number of young black males who needed a mentor. Yet, for a long time, we really did not convince men that one-on-one mentoring could be as rewarding and as valuable as "group mentoring" (i.e., coaching, scouting, counseling, etc.). Moreover, we thought that the training for mentors was a "one size fits all" exercise. Male mentors need special training to deal with issues related to psychological/societal issues, perceptions, and personal challenges.

Some of the issues related to male volunteering have changed somewhat on the surface (more media attention), but I still believe we have not gone far enough—especially in minority communities—in convincing men that mentoring is a *sacred* role, which must become both a moral and community imperative. On the other hand, I'm starting to see greater numbers of men, especially those men in churches and corporations, responding to the call from their pastors and/or CEOs to reach out and

to reach back to help young men in their communities through mentoring.

NMC: There are some fairly obvious reasons for lack of male volunteering in mentoring: not perceived as “manly”... the “breadwinner” syndrome which devalues unpaid work... What might be some of the *less obvious* reasons for the shortage of male volunteers? What are programs missing in analyzing this issue?

In addition to some of the factors I’ve already mentioned, I’d just add that:

1. We (and by “we” I mean mentoring programs and the movement as a whole) have still not adequately addressed the key question for men, which is: *what’s in it for me within a broader context?* Yes, we tell mentors of all genders that there are rewards, both personal and communal, but we must be able to tell men—especially black men in this day and time—that the survival of their communities depends on the restoration of the “village of caring, responsible, and committed adult males” coming to the rescue of young men. That is the message that must be packaged and promoted 24/7/365.
2. We have not “masculinized” the nurturing aspect of mentoring. We should be using more male coaches, who often have a total understanding of the psychology of male bonding between adult men and young men, to train male mentors around the concept of nurturing and communicating effectively from a male’s point of view.
3. Programs tend to downplay and/or ignore the reality that the shortage of male volunteers of color is the result of several very serious and real socioeconomic and racial dynamics. Black men, by and large, have been marginalized, criminalized, and demonized. Many programs are not sensitive to this fact and when they speak to groups of black men, they avoid or seldom speak to this issue.

NMC: You mention the idea of making the nurturing aspects of mentoring more “masculine”... In the last 20–30 years, it seems as if societal expectations about what we perceive as “masculine” are softening a bit, that we are slowly redefining some long held beliefs about what it means to “be a man” in our society... Is that the reality? Is that shift taking place and how quickly? And if so, why has that change not been reflected in the numbers of male mentors who are taking the plunge?

There has been a shift in our society over the last 20 years regarding societal expectations and what

we perceive as being masculine, a shift that is happening for all the right reasons. Some of this shift is the result of a very critical “movement” to redefine fatherhood and to bring more fathers back into the lives of their children. So, I believe there is a correlation between our society’s efforts to redefine masculinity and the Fatherhood movement that is gaining momentum in our society. There have also been a plethora of magazines, books, articles, and Web sites written and published over the past 20 years that have addressed, and continue to highlight, the essence of manhood/fatherhood from the “waist up,” rather than the “waist down.” This perspective has given men options to explore the depths of their masculinity from a holistic point of view, which is healthier from both a physical and psychological perspective. Also, I believe there has been a lot of research presented in the past 20 years that suggest, and conclude, that men/fathers who are not hostages to yesterday’s definitions of masculinity/fatherhood are better able to maintain and sustain healthy and successful relationships with women/wives and children, and between one another.

The reason we haven’t seen the benefits of this very important shift reflected in the numbers of male volunteers “taking the plunge” is due to the mentoring movement’s refusal or reluctance to capitalize on it. We have a society that continues to feminize education (teaching), health services (nursing), human services (case managers), and mentoring (staff). And, unfortunately, we have not done enough to “masculinize” mentoring (i.e., to deal with the psychology and value of male bonding and male nurturing). We have not really done an all-out media and communitywide blitz to recruit men, specifically, and to capitalize on the “male redefinition movement” that is taking place in our society.

NMC: There are some fairly obvious ways in which programs are attempting to break down some of the barriers to male recruitment: having men do the asking, featuring images of men on recruitment materials, etc. What are some of the *less common* methods of getting men in the door? Any strategies that you’ve had some surprise success with in the past?

Over the years, programs I’ve worked with have engaged in a number of tactics that might work for other programs, such as:

- ✓ Training and using male mentees to persuade and encourage men to become mentors. Young boys, when properly instructed, can really appeal to the hearts of men.

See *INTERVIEW, Page 12*

INTERVIEW:
continued
from Page 11

✓ Single moms raising boys should also be used in media publications and recruitment campaigns. They can touch the emotional chords of men via the stories they can share about the absence of a positive man in their boys' lives (that absence being part of the larger syndrome of absent fathers that affects so many youth).

✓ Mothers of mentored boys and the mothers of male mentors have worked for me and should be used more often to share the powerful stories of success from both perspectives.

✓ Setting aside one or two months a year for recruitment activities for men only. This undertaking can involve a lot of work and people, or can be focused on one community, one business, one professional organization, or several churches. This kind of focused activity has been very successful for me.

✓ Provide greater incentives (trips, gift certificates, free front row seats to special cultural/sporting events, etc.) to male groups. Have contests where the group that recruits the most mentors will receive a "grand prize" that might include special TV appearances, a day with the mayor/governor, or a special city/county recognition event for the group.

NMC: It's been said that all good recruitment is targeted recruitment. Obviously, males are the target group we're discussing here. But I'm wondering if programs will find even greater success if they break their efforts down further than the extremely broad category of "men"? Just how niche-oriented should a program be with targeted recruitment?

It is very important to tailor a program's recruitment efforts to fit men from all types of different backgrounds, for many of the reasons we've talked about already. The one point that I would really stress is that just as your recruitment message must be different for, say, professional groups versus faith-based institutions, the same applies for different socio-economic, religious, and racial groups. Those things must be factored in as much as possible in making that targeted pitch. Regardless of the location/community of one's mentoring program (urban vs. rural, multicultural vs. homogeneous, middle class vs. poor), the staff's knowledgebase regarding the cultural nuances and competencies of the community, and in this case men in the community, must be understood, respected, and utilized in recruitment. So programs need to use their understanding of the community to their advantage. That kind of understanding results from being truly representative of the community. Even today, I see far too many

mentoring programs across the country still trying to recruit men of color without men of color on their staff, on their boards, or on their recruitment literature.

NMC: What is your stance/opinion on cross-gender matching? What should programs consider in drawing the line between wanting an ideal number of male volunteers in matches on one side and having long waiting lists for youth and a plethora of unmatched female volunteers on the other?

Ideally, and it would depend on the level of training for mentors and mentees, I would favor cross-gender/race matches across the board up to a certain age. Given the reality of most programs of having fewer male volunteers my stance on cross-gender matching is basically related to the ages of the mentors and mentees. I have found from my experiences that there are a lot of women (ages 25-55) in our society who can handle male youth up to a certain age (maybe 11 or 12) with relative "ease" because of their relationships with older brothers and male friends. So, with the proper training and ongoing support, I would definitely approve of cross-gender matching for this group of mentors and mentees.

However, after a boy reaches adolescence, and depending on the constellation of supportive "assets" that he comes to the table with, my support for cross-gender matching would be on a case-by-case basis—even with ongoing training for mentors. And, before I would open the floodgates for all-out cross-gender matching, I would want to exhaust every conceivable group-mentoring approach, opportunity, and configuration, which, in my opinion, hasn't been done yet. And from where I sit, there are still a lot of female youth who need female volunteers.

NMC: We'll end with a bit of a philosophical question... What things, either about our society or the mentoring movement itself, would you change, if you could, in order to get more men involved in mentoring relationships?

We must start earlier with our recruitment efforts to men. This process should really begin in our elementary/middle schools (older students mentoring younger students) to create a societal atmosphere that would support and value male mentoring/volunteering. This message of nurturing/caring is embedded in females at an early age, which is one of the main reasons so many females volunteer for this kind of work. I would couple the early socialization stuff with a large-scale media campaign that speaks to the sacred and value-added aspect of male volunteering

See INTERVIEW, Page 15

The National Mentoring Center Bulletin

A newsletter of the National Mentoring Center
Northwest Regional Educational Laboratory
101 S.W. Main Street, Suite 500
Portland, OR 97204
Phone: (503) 275-0135 or 1-800-547-6339, ext. 135
Fax: (503) 275-0444
E-mail: mentorcenter@nwrel.org
Home page: www.nwrel.org/mentoring

NWREL Executive Director/CEO:

Dr. Carol Thomas

National Mentoring Center Director:

Mark Fulop

Editor:

Michael Garringer

Graphic Designer:

Michael Heavener

Technical Editor:

Eugenia Cooper Potter

Partner organizations:

Big Brothers Big Sisters of America

230 North 13th Street
Philadelphia, PA 19107
Phone: (215) 567-7000

Public/Private Ventures

2000 Market Street, Suite 600
Philadelphia PA 19103
Phone: (215) 557-4400

This project was supported by Award No. 1999-JG-FX-K001 awarded by the Office of Juvenile Justice and Delinquency Prevention, Office of Justice Programs, U.S. Department of Justice. Points of view or opinions in this document are those of the author and do not necessarily represent the official position or policies of the U.S. Department of Justice.

Recruiting Mentors in Tribal Communities—Thoughts From North Dakota

By Mark LoMurray

As we have gone about implementing a tribal/rural mentoring project in North Dakota, we have learned many things about recruiting volunteers in tribal communities. Implementing any type of volunteer-based youth service is always challenging in rural and tribal communities, and mentoring is proving to be no exception. But through our targeted recruitment efforts and the perseverance of the program staff in the state's eight designated tribal/rural regions, we have had quite a bit of success in recruiting Native American mentors.

When we first started this project, one of our first tasks was to review the existing program development and training materials related to “targeted” recruitment. While these materials have proven to be valuable in the design of our efforts, the initial picture they left in my head was one of building a well-oiled recruitment machine, one that had all the parts in place and functioned smoothly and efficiently.

Looking back on it, our recruitment efforts have been more akin to an old Lakota story, in which long ago all the tribes of animals had a race around the *Pahu Sapa* (the Black Hills). As Joseph Marshall describes in his seminal work *The Lakota Way*, “every tribe of the plains was represented, from the bison to the mouse.” In the story, quick animals such as the deer and the falcon jump out to an early lead. As the race continues, the quick animals lose momentum and begin to fade, while steady, efficient animals, such as the wolf, take the lead. In the end though, even the wolf fades. Exhausted, he looks up and sees the clumsy up and down flight of... a magpie, which passes him in its chaotic, awkward flight and wins the race. No one thought this bird, with such a strange, inefficient flight, had a chance.

It is worth noting that Marshall includes this story in his chapter on the concept of *fortitude*, writing: “Fortitude is quiet strength, closely related, obviously, to bravery and perseverance. Along with bravery, generosity, and wisdom, it is considered one of the four greatest virtues.”

The recruitment of mentors in our tribal programs has thus far resembled the flight of the magpie, going here and there, succeeding not because of sleek design, but rather because of fortitude. Our

recruitment efforts are not yet a well-oiled machine, but the common virtues of our successful mentor coordinators are bravery, generosity, wisdom, and, above all else, fortitude.

OVERCOMING BARRIERS

These qualities are important for recruiting in tribal settings because of the many cultural and historical barriers that programs need to overcome. In many tribal communities there is an almost constant starting and stopping of youth programs and prevention efforts. Federal, state, and tribal funding streams come and go, often changing directions every few years in favor of new flavor-of-the-month programming. Over the years, this has resulted in significant skepticism from even the most caring community members and has greatly affected the ability of new programs, such as our mentoring programs, to recruit volunteers.

In a broad sense, we have found that having committed, quality staff (that fortitude factor again) and a *realistic* long-term vision are critical when introducing mentoring in tribal communities. While these are desirable attributes for all mentoring programs, they are especially important in tribal settings, where skepticism and indifference creep into even the most thoughtfully considered program ideas.

As a result, our successful recruitment of mentors begins with the support and care we provide to our site-level mentoring coordinators. Those individuals are vital to getting people interested in serving. Our experience has taught us that most mentors in tribal/rural communities respond *directly to the mentor coordinator*, not to the existence of the program itself. Those individuals essentially *are* the program to an extent not usually seen in larger, urban programs. To ensure their success in that coordinator role, we offer many types of ongoing support to our coordinators (not just mentors) in the form of continuing training opportunities and monthly meetings where they can share success and struggles with the other mentor coordinators. Essentially we build in the supports that lead to that all-important fortitude.

In addition to caring for those program coordinators, the list on Page 14 summarizes some of the more

See TRIBAL, Page 15

MENTORING
VOICES:
SUBMISSIONS
FROM LOCAL
PROGRAM STAFF

Ten Tips for Recruiting Mentors in Tribal/Rural Communities

1. One-on-one contacts, conversations, and relationships are at the core of the mentor coordinator's day. As Claudette McLeod of our Turtle Mountain Mentoring Partnership notes, "Almost all of our mentors come from one-on-one conversations I have throughout my week and most of these happen in school hallways, in a café over a cup of coffee, on the street, at basketball games, at pow-wows, and before and after formal recruitment presentations." At the heart of mentor recruitment is community organizing—being comfortable spending most of your time out in the community, not in an office.
2. Tribal mentoring program coordinators should reside in the local communities, providing them with valuable knowledge about the community members, kinship systems, and political and cultural dynamics of the region.
3. Each of our regional tribal programs has a mentoring advisory council made up of community members, who bring their knowledge of their community and wisdom to the table. They know which community members would be healthy mentors and which have a history of being responsible and "following through." They are invaluable for identifying potential recruits.
4. A well-respected "community champion" for mentoring is very helpful in getting the mentoring word around a tribal region. In our case, Jarrett Baker, Executive Director for the Boys and Girls Club of Three Affiliated Tribes, has played that role. As a result of his outreach and promotion, partnerships with schools, local colleges, diabetes programs, and other community health representatives and organizations have begun.
5. Target groups of friends as mentors. More than 65 percent of the mentors in our tribal areas have a close friend who is also mentoring. Individuals who are often hesitant or shy about mentoring quickly become involved if they have the opportunity to go through the program and come to activities with a friend.
6. Find an organization or group from which you can get significant involvement, and then have that group "model" the concept of mentoring to the rest of the community. Examples can be Boys and Girls Club staff and volunteers, members of a spiritual/cultural group or church, casino employees, or a group of law enforcement officers, EMTs, etc. Seeing an entire organization commit to mentoring may motivate other large-scale sources of volunteers in the community.
7. Target multi-generations of mentors. In our tribal programs we have targeted a wide range of possible mentors, from teens through adulthood, all the way up to the most elder members of the communities. These groups each require a different style, approach, and message during recruitment, and each requires a different approach to support and supervision. But we have found that by trying to involve a wide spectrum of ages, we are better able to tap into the entire population.
8. Multimedia outreach has proven to be very important, even in our most rural communities. We use pamphlets, tribal newspapers, local newsletters, television, and especially tribal radio station advertising to inform the community about mentoring success stories and opportunities. In our media outreach we try to remind people that mentoring is a powerful change agent not only for individual mentors and youth, but for the whole community as well. We also try to find ways to publicly honor and acknowledge mentors of all ages in our outreach efforts.
9. To make it easy for people to become involved, we allow a variety of flavors of mentoring: school-based, faith-based, cultural-focused, and community-based. For each of these types of mentoring we keep the core expectations around screening, training, matching, frequency of contact, support and supervision, and evaluation. But having a variety of options and mentoring styles seems to make mentoring an easier fit for our mentors.
10. Transportation and "crisis concerns" are two common questions raised by potential mentors in tribal communities. Transportation is often a significant issue especially for teen and elder mentors. The solution often involves partnering with schools, churches, and other community programs that have access to vans or have transportation systems already developed. This is vital in areas where a visit to a doctor means a 70-mile drive one way. Potential mentors are also often concerned that they will be drawn into a family's "pattern of crisis"—boundary issues need to be addressed with an emphasis on the role of the mentor coordinator as the person to contact and hand off crisis concerns. We have found a good crisis management tool for mentors/mentees is to simply schedule a same place, same time every week meeting. This builds some predictability into the relationship and can add some stability to what is often a crisis-driven family life for the youth.

general approaches (many of which are not necessarily unique to tribal settings) that we have found to be critical in recruiting mentors for our programs.

RECLAIMING TRADITIONS

One of the things that we have realized in implementing our programs is that the concepts of nurturing, community, and compassion that we associate with mentoring are at the heart of many traditional tribal values.

Historically, tribal communities were the ultimate in mentoring communities. Relationship responsibilities were deeply interwoven into most tribes' family and kinship systems. There was a prevalent sense of community and caring that is rarely seen in "Western" cultures. The Lakota called it "mitakuye oyasin," which translates into, "All my relatives." This sentiment describes kinship with those around us, a sense of connection in family, community, and in the larger scheme of life. The ongoing strength of this belief system has enabled many tribes to survive their historical traumas: placement on reservations, displacement of entire communities in the '50s and '60s with the construction of dams on the Missouri River, and the ritual of boarding school removal of adolescents for many generations, which has left a significant gap in parenting skills in many tribal communities. For many northern plain tribes, today's parents are the first group of parents to be raising youth at home in many generations. In spite of the strength of those extended family systems, these historical traumas have translated into very real present-day traumas that are lived out by youth on reservations in the form of suicides, addictions, and violence.

for mentoring roles, along with the moral/community imperative themes I spoke about earlier.

Also, for me, community service for certain petty crimes would be linked to mentoring a young person rather than pushing a broom. I also believe the screening process in a lot of our programs exclude some of the most valued mentors who are being released from prisons across this country. Who can better steer a young man away from the world of crime and the negative street culture than those men who have been there?

Finally, we've been having this *conversation* in the hope that it might help some of the programs around the country... But I would hope that there will be resources available to support *trainings* for staff around this issue. Perhaps several regional or national training opportunities might allow practi-

It is important to see that mentoring steps into tribal communities, not as something new, but as something traditional, cultural... something that has already existed for tribal communities. It should not be viewed as a "new" prevention strategy being introduced and implemented from outside the community. Rather, mentoring should be understood as an approach that draws on preexisting strengths from within the tribal community. The challenge for mentoring programs in tribal settings is to get people to tap back into the mindset of building caring relationships and establishing kinships.

Mentoring is something that can move tribal youth, and even whole communities, from surviving to thriving. One thinks back to the story of the magpie: It may take some time, and it may not always look pretty, but mentoring in tribal settings is all about perseverance and fortitude. That applies as much to the recruitment of specific mentors as it does to the spirit and direction of the communities themselves. ♦

Mark LoMurray, LSW has worked with teens and families for almost 30 years in diversion and crisis intervention, as well as violence and suicide prevention programs. Mark helped found the Bismarck Big Brother Big Sister program and the UND School of Medicine Mentoring for Youth project. For the past four years he has served as Director of the North Dakota Adolescent Suicide Prevention Project, helping to initiate the North Dakota Tribal/Rural Mentoring Partnership. To contact Mark or other tribal mentor coordinators in North Dakota email: outreach@btinet.net.

tioners to identify, discuss, highlight, and promote those male recruitment efforts and strategies that are working, or could work with more resources. Talking is one thing. We need systems in place to help programs "do" it. ♦

Richard Rowe is currently editing a book for men and fathers entitled, If Not Us, Then Who: The Indispensable, Essential Essence of Black Fatherhood, which is scheduled for release later this year by Hotep Press. As president and founder of the African American Male Leadership Institute, he is also developing a quarterly publication to provide men and fathers with critical resources and information, and has launched Saving Our Sons, a community-based initiative to engage parents, educators, and community leaders in efforts to enhance the life-chances and life-options for young men.

TRIBAL:
continued
from Page 13

INTERVIEW:
continued
from Page 12

New to the NMC Lending Library

The NMC continues to add new resources for program coordinators and mentor trainers to the Lending Library collection. Among the recent titles are:

- ◆ **People of Faith Mentoring Children of Promise: A Model Partnership Based on Service and Community**—An excellent guide to replicating the Amachi faith-based model
- ◆ **Mentoring Children and Adolescents: A Guide to the Issues**—A frustratingly incomplete compendium of mentoring organizations, resources, and research
- ◆ **Elements of Mentoring**—A fantastic adult mentoring relationship guide with plenty of applicable content for youth programs
- ◆ **My Mentor and Me: The Middle School Years. 36 Activities and Strategies for Mentors and Mentees During the Middle Years, Including Tips for Talking About Bullying**—The third installment of Dr. Susan Weinberger's widely successful activity guides
- ◆ **Kids Law: A Practical Guide to Juvenile Justice**—A useful resource for mentors and advocates working with juvenile and family court-involved youth

As always, books may be borrowed from the NMC Library via interlibrary loan at your local public library. The collection can be searched on the NMC website at: <http://www.nwrel.org/mentoring/library.html>. If your organization wishes to purchase any of these items, they are available from their respective publishing houses. Please contact Resource Specialist Michael Garringer (garringm@nwrel.org; 503-275-9647) if you have questions about these or any other mentoring resources.



**Northwest Regional
Educational Laboratory**
101 S.W. Main Street, Suite 500
Portland, OR 97204
Phone: (503) 275-0135 or 1-800-547-6339, ext. 135
Fax: (503) 275-0444
E-mail: mentorcenter@nwrel.org
Home page: www.nwrel.org/mentoring

BULK RATE U.S. Postage PAID Portland, Oregon Permit No. 250
