

EOC 2013 Year in Review

In 2013, EOC grew tremendously, welcoming a record number of new Mentors and Mentees and introducing new initiatives. We were able to serve more students than ever in both our long-term mentoring programs, as well as in our popular *Mentor for a Morning* and *Mentor for an Evening* programs. We have started implementing our *Awareness, Education & Community-Building* initiative in 2013 and are happy to report that we have had a very positive response to the effort so far!

2013 saw EOC's most robust outreach effort yet. We created all new marketing materials and expanded our on-campus marketing, for the first time being able to reach all 17,000+ Baruch College students digitally utilizing targeted messages to specific student populations. We also partnered up with key departments on campus to raise awareness of EOC among students which enabled us to attend, and speak at student orientations. We are reaching the awareness goal we set for EOC: to meet, speak with and get information out to as many Baruch students as possible, so that they have the opportunity to take full advantage of all the great Mentoring Programs the EOC offers. Our efforts have yielded a 50% increase in student participation in 2013!



As a part of our Education initiative, in 2013, EOC offered Mentor Orientation to all of our new and returning Academic Year-Long Mentors, as well as Mentee Information Sessions, prior to the Launch of the Academic Year-Long Mentoring Program and the SPA Meet & Greet. We also revamped the EOC Mentor/Mentee Guidebook, our most comprehensive version to date. The Mentor Orientation provided vital information to Mentors, about our programs and on-campus resources, and the Mentee Info Sessions allowed EOC an opportunity to meet Mentees face-to-face and educate them on what to expect and how to make the most of their mentorship. Both the Orientation and Info Sessions will be regular aspects of our programming going forward.



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Building the EOC Community is one of our most important goals, and in 2013, EOC Mentors and Mentees had more opportunities to get together in a structured, informative, relaxed and welcoming atmosphere organized by EOC. In addition to our Academic Year-Long Mentoring Program Launch, School of Public Affairs Meet & Greet and our bi-annual Mentor Appreciation Party, EOC hosted Ricky Cohen's dynamic *Risk to Succeed* talk where mentor/mentee pairs came together to hear Ricky's presentation and to network with the entire EOC community.

EOC 2013 BY THE NUMBERS

Long-Term Programs:

SPA: 49 Mentors, 57 Mentees

Zicklin/Weissman: 232 Mentors, 267 Mentees

ZUHP:

Spring 2013/Cohort 1: 21 Mentors & Mentees

Fall 2013/Cohort 2: 19 Mentors & Mentees

Short-Term Programs

Mentor for a Morning/Evening:

Spring and Fall 2013

Mentors: 445 Mentoring Sessions: 1,071



We thank the entire EOC Community, our Mentors, Mentees, our Advisory Committee and Executive Council and our Baruch colleagues for making 2013 a record breaking year!

We look forward to working with you all in 2014 to make our programs better than ever.