

2018 Mentor Grant

KSWPA Report

September 1, 2018

Amount received: \$1000

The main focus for this year's funds was to increase mentor recruitment.

In 2017, KSWPA implemented a very thorough training giving mentors a tremendous amount of information to use with mentees. The training occurred a month before registration was opened for the Small Ruminant Profit School, which is now an on-line course. Since SRPS moved online, the registration numbers have boomed, allowing KSWPA to take advantage of a growing online presence. To best optimize this online presence, KSWPA created a new website that makes it easier for people to become mentors, as well as find mentors.

A Facebook and email marketing campaign were created to both inform potential mentees of the mentor program, as well as recruit more mentors. Here is how the campaign works:

- Each time a new member joins KSWPA, he/she is sent an email instructing them how to become a mentor using a link to an online form, or how to find a mentor from the website
- Once a person registers as a mentor, they are added to the mentor list and sent an email with mentor resources
- Each time a person registers for SRPS, they receive an email explaining the mentor program and how to find a mentor

To enhance the connection between mentors and mentees, Sharon Koontz, the Kentucky Sheep and Goat Development Office Manager, sends an email to all new members specifically asking about their interest in being connected with a mentor. If the person responds with interest, she follows up to get information necessary to make a quality connection. Then, the mentor makes contact with the mentee. Sharon then keeps tabs with the mentor on how the relationships are going and providing any additional assistance necessary.

To date, KSWPA has 11 mentors that report spending an average of 5 hours per week, per year mentoring. That is a total of 2,860 hours of mentoring a year! Mentors reported sharing knowledge on parturition and parasite management the most.