

## 2019 Mentor Grant

### KSWPA Report

September 1, 2019

Amount received: \$1000

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

In 2018 and 2019, KSWPA really ramped up their mentor program by providing more in depth resources to new and current mentors. After a training in 2018, a Facebook and email marketing campaign were created to both inform potential mentees of the mentor program, as well as recruit more mentors. This campaign proved to be very successful, therefore we continued it into 2019. 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 a confirmation email
- Each time a person registers for SRPS, they receive an email explaining the mentor program and how to find a mentor
- Each month, a post is made on the Kentucky Sheep and Goat Development facebook page asking producers to register as mentors.
- Each month, , a post is made on the Kentucky Sheep and Goat Development facebook page asking producers to find a mentor.

A monthly email newsletter was created and sent to all mentors to help provide resources regarding nutrition, economics, forages, health management, parasite management, genetics, etc. The newsletter could then be sent by the mentors to their mentees to start discussions on the topics.

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.