



MILE

Memphis Institute for Leadership Education

THE UNIVERSITY OF
MEMPHIS[®]
Fogelman College of
Business & Economics

THE UNIVERSITY OF MEMPHIS
ALUMNI
ASSOCIATION

FOGELMAN COLLEGE OF
BUSINESS & ECONOMICS
CHAPTER

Memphis Institute for Leadership Education (MILE)

A partnership between the FCBE Alumni Chapter and the Fogelman College of Business Department of Management

Program Overview

Mission: To prepare FCBE students to be future leaders in the city of Memphis through leadership development programs and mentoring.

Overview: This program matches a select group of highly motivated high ability students with selected local Memphis business leaders and provides them each with an opportunity to engage in additional leadership education and training in a structured six -month program.

Program Components:

- 1. Students matched with business leaders from their business major/discipline. (e.g. accounting students matched with leader in a local accounting firm).**
- 2. Each attend together 6 leadership education experiences which consist primarily of lectures or training programs provided by locally and nationally prominent speakers and business leaders. Sessions occur once a month over a 6 month period covering the fall and spring semesters, please find schedule attached.**
- 3. After each program mentors engage the students in dialog about the relevance of that topic in his or her business. Sessions could be over dinner, at a lunch soon after the program or even at mentor's business.**
- 4. Lecture series is supplemented by a day of student shadowing at the business leader's company, and other experiences desired by the mentor and student.**
- 5. At the end of the program both mentors and protégés receive a certificate reflecting the completion of the program at a celebration dinner.**
- 6. Cost: \$75 for students (scholarships available): \$250 donation from mentors**
- 7. Fees cover books and any meals associated with programs.**

Going the Extra



MILE

**The Memphis Institute for
Leadership Education Leadership Mentoring Program**

by
Robert Taylor, Ph.D., Chair
The Department of Management,
Fogelman College of Business & Economics,
The University of Memphis

There is always a need for a few good leaders, and the Memphis business community certainly needs a lot more than just a few. The Fogelman College of Business & Economics is attempting to help meet that need. While the College has been turning out successful leaders over its 50-plus years of existence, it was not until recently that it teamed with the area business community to specifically address the need for young leadership talent. Last year the author, Robert Taylor, teamed with a local business entrepreneur, Austin Baker (EServ and Owen Brennan's), to form the Memphis Institute for Leadership Education (MILE) and to launch its inaugural Leadership Mentoring Program.

Dr. Taylor had been developing the MILE concept for a couple of years, envisioning a larger three- or four-component program. His somewhat limited contacts with the local business leadership and an overly grand vision hindered his progress. Once Taylor teamed with the more practical Baker, the momentum was available to finally start the program, albeit on a somewhat smaller but manageable scale. Baker, an alumnus of the College and board member of the Fogelman College Alumni Chapter, had been toying with a way to give back to his alma mater while at the same time involving more alumni with the College and the Alumni Association. Having been mentored himself through the local Nexus Leadership Mentoring program for young professionals, Baker thought that some kind of mentoring program might be helpful for undergraduate business majors. His dilemma

was how to get the students involved in such a project. Taylor and Baker met at a Society for Human Resource Management (SHRM) student chapter meeting and had a chance to discuss their very similar visions for the College and its students, and the partnership was formed. Taylor would recruit the students, and Baker would recruit mentors and supporters from the business community. Although there has been some overlapping of duties on both parts, this division of labor has worked remarkably well. Taylor has recruited and screened about 25 students who were recently put through a final screening with a panel interview by other faculty and staff. Baker has recruited nearly as many mentors and a number of business people who have formed the program's advisory board. Both have been handling various administrative and leadership functions for the MILE.

The MILE acronym reflects not only the title of the Institute but also the basic philosophy surrounding the entire endeavor. The Leadership Mentoring Program takes top undergraduate students who are "willing to go the extra mile" and pairs them with business leader mentors who are willing to go that extra mile with them for a structured leadership education

Dr. Robert Taylor (left) and Mr. Austin Baker (right). Taylor likens their meeting and partnership to the Reese's Peanut Butter Cup candies. Taylor is "Mr. Inside" (the peanut butter) to Baker's "Mr. Outside" (the chocolate), with Taylor recruiting the students and Baker recruiting mentors and supporters from the business community.



Photo by Lindsey Lissau.



The MILE Leadership Mentoring Program, 2007.

and mentoring experience. Instead of simply pairing business mentor with student protégé and hoping that they click, the program actually provides a structured format for interaction through a series of lectures on leadership topics presented by prominent local and national speakers. The intent is that this “educational” experience will stimulate topical conversations that will eventually segue into career discussions and developmental coaching that will enhance the student’s professional career. One Friday a month during the academic school year, mentors and protégés join together for a lecture, preceded by either a reception or a semi-formal dinner. The students get an opportunity not only to interact with their own mentors, but to also network with the other mentors and business leaders who are helping to sponsor the overall program or specific lectures.

Kelli Schiefelbein (right) shakes hands with Austin Baker. Kelli, a Business Finance major, has received the following scholarships to the University: the Cecil C. Humphrey’s Presidential Scholarship, the Hope Lottery Scholarship, the Thomas R. Price/Union Planter’s National Bank Scholarship, and the Dr. Harry Feinstone Business Scholarship. Kelli has been named to the Dean’s list and currently works in the office of Dr. Shirley Raines.

In addition to the lecture series, mentors are encouraged to offer other student learning experiences, such as a day of “shadowing” in the mentor’s work organization. This function is designed to help the student experience what the world of “professional” and “managerial” work is all about. Mentors might also take a student with them to their professional meetings (such as the Leadership Academy, Chamber of Commerce, etc.) or put the student through mock interviews within their



Photo by Lindsey Lissau.

companies—both experiences intended to enhance the student's potential for finding and obtaining the right job. These experiences highlight some of the key benefits for the students: additional leadership training outside the traditional classroom setting through the lecture series, personalized coaching from experienced managers, networking opportunities that can lead to internship or job opportunities, additional social skill developmental experiences, and even a MILE leadership certificate that can be reflected on their resumes at the end of the program.

Not only do the students benefit greatly from this program, but the mentors benefit as well. Besides the intrinsic satisfaction mentors get from making a difference in the lives of young people, there are also some very practical benefits. They, too, will be receiving additional leadership education through the lecture series, as well as practice in mentoring and coaching another, which are key skills for successful leaders and managers. They will also have the opportunity to network with other business professionals in the community. But possibly the greatest benefit for some of the mentors is the opportunity to interact with and recruit some of the top talent coming out of the University of Memphis Fogelman College of Business & Economics. Mentors will not only get to develop a personal relationship with one student, they will have numerous opportunities to talk to all of the student protégés. These junior and senior students are looking for great internship experiences or future job opportunities, and this is an opportunity many organizations are willing to pay for.

This leads finally to how the program is funded. There are no University dollars being devoted to the program. Everything, including meals, rooms, additional books provided to students and mentors, and lecture expenses, is being funded through modest fees charged the participants, donations from sponsors, and a grant provided by a local foundation. Students pay a small \$40 fee, primarily just to show a commitment to the program, while mentors are asked to donate \$250, either personally or through their company. A local foundation (in which Austin and his father Jim Baker are involved) already has donated \$15,000 to the program and is currently seeking companies that would like to match this donation to ensure the program can be as successful as it goes forward.

The MILE Leadership Mentoring Program will begin with a kick-off reception and keynote speech from local entrepreneur Gayle Rose on September 28, 2007, from 4:00 to 6:00 p.m. at the Wilson School Holiday Inn at the University of Memphis. Anyone who would like to find out more about the program, would like to attend the kick-off reception, or would be interested in participating in the program as a sponsor or future mentor can contact Dr. Taylor or Austin Baker. ●

MILE Leadership Mentoring Program Sponsorship Levels

Diamond Level Sponsorship

\$5,000

- 6 Tickets to each event
- Speaking time at the kickoff event
- Trade show booth at the choice of 2 programs
- Logo on each program as well as 2007 marketing materials (when available)
- Guaranteed acceptance of one mentor (subject to Board approval)

Platinum Level Sponsorship

\$3,500

- 4 tickets to each event
- Speaking time at the kickoff event
- Trade show booth at the choice of 2 programs
- Logo on each program as well as 2007 marketing materials (when available)

Gold Level Sponsorship

\$2,500

- 2 tickets to each event
- Speaking time at the kickoff event
- Trade show booth at the choice of 2 programs
- Logo on each program as well as 2007 marketing materials (when available)

Individual Program Sponsorship

\$1,000

- 2 tickets to the sponsored event
- Speaking time at the sponsored event
- Trade show booth at the choice of 2 programs
- Logo on the sponsored program

Mentor

\$250

- 1 ticket to each event
- Name in each program
- Access to top students

Sustainer

\$100

- Ticket to one event
- Name listed in the program

For more information concerning MILE,
contact:

Dr. Robert Taylor
(901) 678 – 4551
rrtaylor@memphis.edu

Austin Baker
(901) 737-0123
austinb@eservbenefits.com



Memphis Institute for Leadership Education

Fogelman College of Business and Economics Alumni
Leadership Mentoring Program

Benefits for Mentors

1. Development of a personal relationship with a FCBE high ability student
2. Additional leadership education unavailable to others
3. Local and national guest speakers
4. Certification Program that distinguishes participants for their extra effort
5. Networking opportunities with other business leaders
6. Greater involvement in the Fogelman College of Business Alumni Association
7. Early access to a group of high ability students who might be excellent potential employees or internship candidates
8. Opportunity to get to know Fogelman College faculty on a more personal basis
9. MAKING A DIFFERENCE IN THE LIVES OF YOUNG PEOPLE

Applications Due June 1st

Mentors are a very important part of the MILE Leadership Experience. Not only will a mentor gain leadership training, he or she will experience the opportunity to have a large impact on their respective protégé.

We ask that a mentor

- ✓ Commit to attend the speaking sessions each month
- ✓ Spend time with their protégé each month outside of the sessions
- ✓ Be the kind of mentor you would have wanted to have when you were in their position



MILE 08-09 Mentorship Commitments

Total Time:	5 hours per month (on average)*
Monthly Sessions:	Begin in September and continue each month for 6 months
Sessions:	2 ½ hour sessions with valuable networking and top notch lectures
Day/Time:	Usually Friday afternoon starting at 3:00 pm – 5:30 pm or 5:30 pm – 8:00 pm
Literary:	Reading material to include such titles as <i>Good to Great</i> and <i>Strengthfinders</i> – purchased by MILE
Monetary:	Donation of \$250 or more to this worthwhile charitable organization

*Additional time can be spent with your protégé, either at work or personal time, depending on schedules

Possible Outside activities:

- ❖ Protégé shadows mentor for a ½ day or day to see their professional environment.
- ❖ Protégé attends professional organizational meeting(s) with mentor.
- ❖ Protégé and mentor meet monthly to discuss reading materials or assignment for that month and latest lecture.
- ❖ Protégé and mentor attend charity event or volunteer event that encourages civic leadership.
- ❖ Mentor conducts “mock interview(s)” with protégé to prepare protégé for future interviews for potential jobs.



Memphis Institute for Leadership Education

MENTORING PROGRAM

CONFIDENTIAL APPLICATION
MENTOR FORM

Deadline: June 1st, 2008

Email completed applications to mile@memphis.edu or fax to 901-678-4990

I. PERSONAL INFORMATION

Name _____ (Mr., Ms., Dr., etc.) _____
Last First MI

Home Address _____
Number Street City/State Zip

Home Phone () _____ Work Phone () _____

Prefer to be called: _____ Years in Memphis _____ Spouse's Name _____

Date of Birth _____ Race _____ Gender _____ Religion _____

Preferred mailing address (Please check one): Home _____ Business _____

II. EMPLOYMENT/ORGANIZATION

Current Business/Organization Name _____

Date hired _____

Business/Organization Address _____
Number Street City/State Zip

Business Phone () _____ Business Fax () _____

Email _____

Your Current Title/Position: _____

Date Assumed Present Position: _____

Approximate number of people in your organization _____

Employer's Name & Title _____

Phone () _____

Briefly describe your position with particular attention to leadership responsibilities, and number of people under your supervision. Please describe any accomplishments or past leadership or mentoring activities that you think would qualify you to serve as a mentor for an undergraduate business student.

Do you have the full support of your employer for the time required to participate in FCBE Leadership Program? Please check one Yes No Unsure

Can you think of anything that would keep you from participating fully in the mentoring activities? Can you, and are you willing to make this commitment?

Previous Employers (in reverse chronological order):
Company Name Title or Responsibility

Director/Supervisor

III. ORGANIZATIONS AND ACTIVITIES

Please list your most significant community, civic, family, professional, business, religious, social, athletic or other leadership roles.

Organization Size Approximate Your Role
Dates

IV. Briefly describe your leadership/mentoring philosophy. What makes an ideal mentor and why do you want to serve as a mentor? (Use the back of this page if necessary).

V. EDUCATION

<u>Name of School and City</u>	<u>Dates From</u>	<u>To</u>	<u>Degree</u>	<u>Major</u>
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

VI. REFERENCES

Please list two references knowledgeable about your leadership/professional experiences, who may be contacted during the application review process.

Name _____	Phone _____
Address _____	
Name _____	Phone _____
Address _____	

Your Signature _____ **Date** _____



Memphis Institute for Leadership Education

Fogelman College of Business and Economics Alumni
Leadership Mentoring Program

Sponsor Benefits

1. Development of a relationship with a FCBE high ability students – early access to these students who might be excellent potential employees or internship candidates
2. Additional leadership education unavailable to others for self and some members of one's organization
3. Local and national guest speakers
4. Networking opportunities with other business leaders
5. Greater involvement in the Fogelman College of Business Alumni Association
6. Opportunity to get to know Fogelman College faculty on a more personal basis
7. Enhancement of the local business environment in Memphis
8. MAKING A DIFFERENCE IN THE LIVES OF YOUNG PEOPLE



Sponsorship Levels

Diamond Level Sponsorship

\$5,000

6 Tickets to Each Event
Speaking Time at the Kickoff Event
Trade Show Booth at the Choice of 2 Programs
Logo on Each program as well as 2008-2009 Marketing Materials when Available
Guaranteed Acceptance of One Mentor- Subject to Board Approval

Platinum Level Sponsorship

\$3,500

4 Tickets to Each Event
Speaking Time at the Kickoff Event
Trade Show Booth at the Choice of 2 Programs
Logo on Each program as well as 2008-2009 Marketing Materials when Available

Gold Level Sponsorship

\$2,500

2 Tickets to Each Event
Speaking Time at the Kickoff Event
Trade Show Booth at the Choice of 2 Programs
Logo on Each program as well as 2008-2009 Marketing Materials when Available

Individual Program Sponsorship

\$1,000

2 Tickets to the Sponsored Event
Speaking Time at the Sponsored Event
Trade Show Booth at the Choice of 2 Programs
Logo on the sponsored program

Mentor

\$250

1 Ticket to Each Event
See Mentor Benefits

Sustainer

\$100

Name Listed in the program
Ticket to one Event



Memphis Institute for Leadership Education (MILE) – Sponsorship Program

A partnership between the FCBE Alumni Chapter and the Fogelman College of Business Department of Management.

CONFIDENTIAL APPLICATION AND COMMITMENT LEVEL

PLEASE INDICATE YOUR PARTICIPATION LEVEL:

Diamond Level Sponsorship

\$5,000

6 Tickets to Each Event
Speaking Time at the Programs
Trade Show Booth at the Choice of 2 Programs
Logo on Each program as well as 2008-2009 Marketing Materials when Available
Guaranteed Acceptance of One Mentor- Subject to Board Approval

Platinum Level Sponsorship

\$3,500

4 Tickets to Each Event
Speaking Time at the Programs
Trade Show Booth at the Choice of 2 Programs
Logo on Each program as well as 2008-2009 Marketing Materials when Available

Gold Level Sponsorship

\$2,500

2 Tickets to Each Event
Speaking Time at the Programs
Trade Show Booth at the Choice of 2 Programs
Logo on Each program as well as 2008-2009 Marketing Materials when Available

Individual Program Sponsorship

\$1,000

2 Tickets to the Sponsored Event
Speaking Time at the Sponsored Event
Trade Show Booth at the Choice of 2 Programs
Logo on the sponsored program

Please Rank in Order of Preference the Program that you would like to Sponsor	
September	_____
October	_____
November	_____
December	_____
January	_____
February	_____
April	_____

Name: _____ Title: _____

Business Name: _____

Business Address (City, State, Zip): _____

Business Phone: _____ Business Fax: _____

Email: _____

Signature: _____ Date: _____

Thank you for your participation in the MILE program at the University of Memphis. A confirmation of your participation will be emailed to you to serve as your acceptance and receipt. Email completed applications to mile@memphis.edu or fax to 901-678-4990.



Memphis Institute for Leadership Education Information Request Form

Name: _____

Title: _____

Company: _____

Email Address: _____

Phone () - Ext.

Address: _____

Please check all that apply

- Sponsorship
- Mentorship
- Community Partner

Yes, include me in MILE Newsletter updates – (Monthly)

**Please Fax to Tarranda Silas at 901-678-4990 or email to
mile@memphis.edu**