

Mass Mentoring Counts 2010: Western Massachusetts Regional Report



Introduction

Mass Mentoring Partnership (MMP), the umbrella organization for youth mentoring in the state of Massachusetts, in collaboration with the University of Massachusetts Donahue Institute conducted the biennial *Mass Mentoring Counts* survey. Originally launched in 2006 and repeated in 2008, *Mass Mentoring Counts 2010* provides a current snapshot of the state of mentoring in Massachusetts and offers comparative analysis of changes in the field over the last four years.

The primary goals of *Mass Mentoring Counts* are to:

- ❖ Map and report on structured youth mentoring programs serving youth in formal mentoring relationships in Massachusetts
- ❖ Document and analyze key trends
- ❖ Identify unmet need

Mass Mentoring Counts 2010 targeted all structured youth mentoring programs operating in the state of Massachusetts. MMP's Youth Mentoring Program Database served as the primary resource for needed program and contact information. In addition, MMP staff conducted extensive outreach efforts to the field prior to survey distribution, including calls to the field to update and identify new mentoring programs and correct contact information, as well as marketing and promotion efforts through MMP E-Bulletins, and relevant workshops or trainings.

For *Mass Mentoring Counts 2010*, MMP has identified 194 organizations running youth mentoring programs for inclusion and 120 of the 194 (62%) identified mentoring organizations completed the web or paper version of the survey. Seventeen of the responsive organizations run multiple youth mentoring programs. All *Mass Mentoring Counts 2010* reports are based on the information provided by 172 youth mentoring programs run by 126 organizations. The executive summary and the full report of *Mass Mentoring Counts* can also be found on MMP's website, www.massmentors.org/massachusetts.

This supplemental report provides the *Mass Mentoring Counts* survey results for region specific programs. Key details about mentoring programs in the Western region of Massachusetts are noted, as well as noteworthy differences between the regional and statewide findings.

This regional report's contents include:

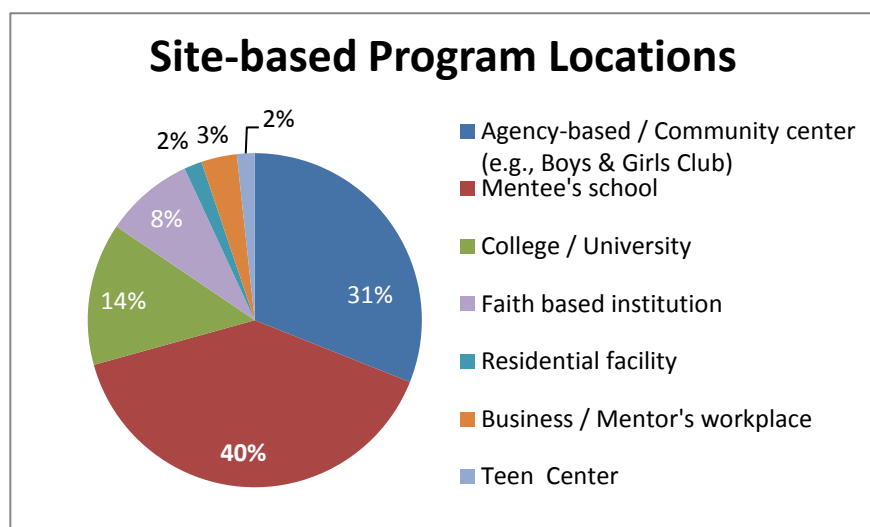
Program Description	4-5
Program Challenges & Program Forecast	5
Youth Served	6-8
Waiting List	9
Mentor Recruitment	10
Mentors	11
Appendix of Participating Programs	12-13

Snapshot of Western Massachusetts Regional Programs

From the four counties of Western Massachusetts (MA), **27 programs** participated in Mass Mentoring Counts (MMC) 2010. Approximately 63% of the reported mentoring programs are located in Hampden County, 15% in Hampshire County, and 22% in Berkshire or Franklin County. These programs comprise approximately 56% of all programs that participated in Mass Mentoring Counts 2010.

There is wide diversity in the programs' length of time in operation for Western Massachusetts.

44% of the programs are well-established, having been in existence for 10 or more years. Of the remaining programs, 15% have operated between 5 and 10 years, and 46% have been in existence for less than 5 years. One program reported to be in development or newly established.



There is a significant amount of site-based youth mentoring programs in Western Massachusetts. **70% of the youth mentoring programs in are site-based**, in which meetings of mentors and mentees primarily take place in a designated location, reported mostly at agency-based or community centers, or the mentee's school. **30% of the youth mentoring programs**

are community-based, in which youth and mentors can choose to meet at different locations throughout the community.

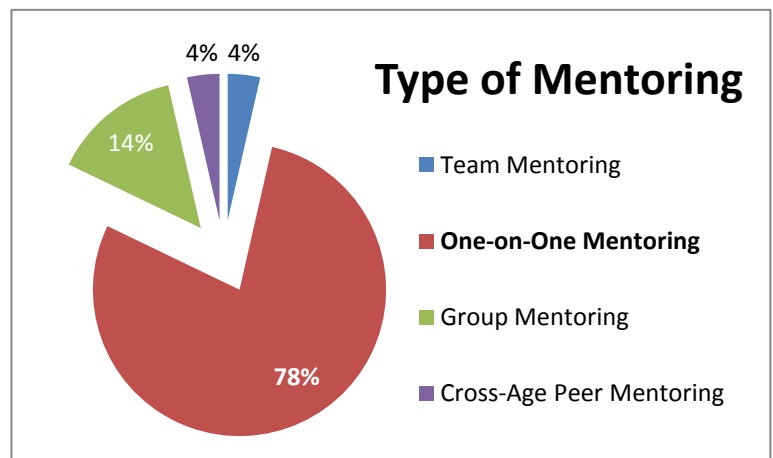
Program Description

Mass Mentoring Counts asks mentoring programs to identify the goals designed to address the needs of their mentees. 26 of the 27 reported Western MA programs identified their program goals.

For Western MA programs, the most commonly selected **intended areas of impact** are:

- self esteem (85%)
- general education/academic support (80%)
- social competence (80%)
- violence Prevention (50%)
- substance Abuse Prevention (50%)
- avoidance of early pregnancy (46%)

One-to-one matches of a young person with an adult comprise the largest segment (78%) of mentoring program models. 15% of the Western MA programs reported using group mentoring, in which one adult meets together with more than one young person. There is also one program that uses team mentoring, a model in which more than one adult meets with a group of mentees, and another program that uses cross-age peer-mentoring, a structured relationship in which an older youth mentors an younger youth.



77% of the 26 Western MA programs expect their mentors to meet in-person with their mentees weekly. 12% of the programs expect their mentors to meet their mentees in person more than once a week, and 8% expect their matches to meet in-person two or three times per month. One program does not have any expectations or requirements for matches to meet in-person. **57% of the reported programs reported encouraging matches to meet beyond the expected/designated commitment term.**

The programs also reported the average amount of hours that the mentors meet in-person with their mentees per month. **39% of the Western MA programs reported matches meeting an average of four hours or less.** 35% of the programs reported matches met an average of five to eight hours per month. The 26% of programs reported matches meeting an average of more than nine hours per month.

Program Description

MMC requests programs to list the top **three factors associated with early termination of matches** in their program.

For the 24 reported Western MA programs:

- 63% of programs identify that the **mentor had a change in life circumstances (marriage, divorce, job change or loss, moved out of town, etc)** as the reason for early termination.
- 62% of programs identify that the mentee had a change in life circumstances (moved out of town, changed schools, left school, etc).
- 29% of the programs identify that the mentor had unfulfilled and/or unrealistic expectations of mentoring experience.

Program Challenges

Twenty-two of the 27 reporting Western MA programs identified the top three challenges that are faced by their program.

The identified *primary* challenges are **financial resource development infrastructure** (33%) and **mentor recruitment** (33%). Other *primary* challenges identified include mentor retention, identification and diversification of funding opportunities, support from collaborating partners, and effective evaluation.

Other *commonly reported* challenges of the programs are:

- **Mentor recruitment (73%)**
- Financial resource development infrastructure (59%)
- Identification and diversification of funding opportunities (55%)
- Mentor retention (27%)

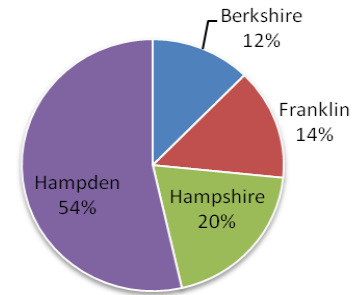
Program Forecast

Approximately 50% of Western MA programs predict growth in the number of youth served in the upcoming two years. 32% predict participant services to remain stable, and 23% forecast a reduction in their number of youth served in the next two years.

Youth Served

1,613 youth are being served by formal mentoring programs in the Western MA. The twelve programs that have participated in Mass Mentoring Counts since 2006 show a reduction (5%) from 2006 to 2008 but a 21% increase from 2008 to 2010, **for an overall growth of 15% since 2006.**

**Youth Served
by Western MA Counties**



Springfield is one of the largest Massachusetts cities with youth who are in mentoring relationships. 12 out of the 27 participating Western MA programs are located in the city of Springfield.

Cities and Towns Where the Largest Reported Number of Youth in Mentoring Relationships Reside

<i>Boston – 7,133 youth</i>	<i>Newton – 374 youth</i>
<i>Worcester – 994 youth</i>	<i>Framingham – 358 youth</i>
<i>Cambridge – 819 youth</i>	<i>New Bedford – 275 youth</i>
<i>Springfield – 725 youth</i>	<i>Waltham – 243 youth</i>
<i>Revere – 631 youth</i>	<i>Fall River – 242 youth</i>
<i>Lawrence – 519 youth</i>	

Mass Mentoring Counts asked programs to report on **at-risk subgroups** of significant percentage (at least 25% of their youth population) for the mentees served by the program.

- Twenty-two programs (approximately 90%) reported serving youth from **low-income (eligible for free or reduced lunch) families.**
- 85% of the programs reported to serve youth **academically at-risk.**
- 80% of Western MA programs reported serving youth from **single parent households.**

Cities with the Highest Numbers of Youth from Single-Parent Families in Poverty

	<u># of Youth in Single Parent Families in Poverty¹</u>	<u>% of Need Being Met²</u>
Boston	16,631	42.9%
Worcester	5,057	19.7%
Lawrence	4,446	11.7%
Fall River	2,868	8.4%
Springfield	8,913	8.1%
New Bedford	3,748	7.3%
Holyoke	2,194	5.2%
Brockton	2,004	4.1%
Lynn	2,705	3.5%
Lowell	3,479	2.1%

Numbers of Youth from Single-Parent Families in Poverty

Highlighting Western Massachusetts Counties

	<u># of Youth in Single Parent Families in Poverty³</u>	<u>% of Need Being Met⁴</u>
Barnstable	1,742	4.9%
Berkshire	1,374	1.2%
Bristol	9,033	7.9%
Essex	12,349	7%
Franklin	1,150	19%
Hampden	14,461	6.3%
Hampshire	1,214	13%
Middlesex	12,022	24.6%
Norfolk	3,933	14%
Plymouth	4,000	2.8%
Suffolk	21,169	17.8%
Worcester	9,749	11.4%

¹ The numbers of children (age 6 – 17) from single-parent families in poverty are estimates based on the 2005 – 2009 American Community Survey.

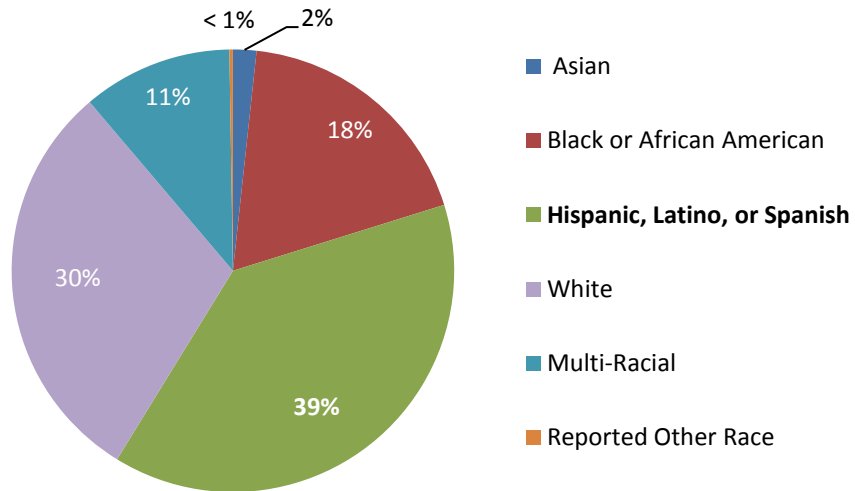
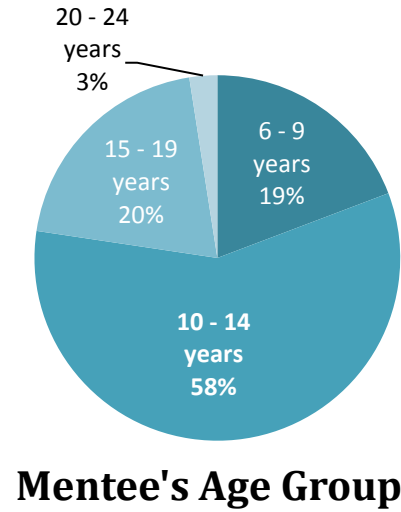
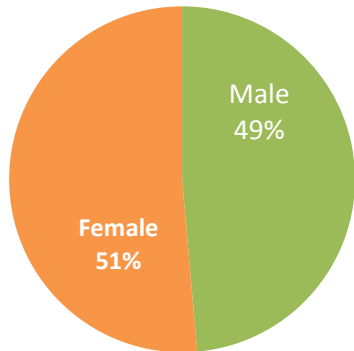
² The percentage of met need is based on the numbers of youth in mentoring relationships reported in MMC 2010. It is important to note that MMC 2010 youth residence data does not specify if youth are from single parent families in poverty. Responses do indicate that the vast majority of mentoring programs serve substantive proportions of youth from low income, single parent families.

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Youth Served Demographics

Mentee's Gender Demographics



Mentee's Racial Demographics

Waiting List

Thirteen programs in Western MA reported maintaining waiting lists for youth who have expressed an interest and are waiting for the next available mentor. These programs comprise 19% of all the reported programs in Massachusetts. Out of these 13 programs, there are 515 youth reported as waiting to be matched with a mentor, 19% of the reported waiting list youth in the state.

Most prevalent reason for youth on the waiting list is that **mentors are not available to be matched**. Other reasons indicated are: mentors are not available to be matched due to gender match criteria, geographic match criteria, or program staff is not available to support match effectively.

Waitlist Demographics		
Gender	Number of youth	Percentage
Male	334	66%
Female	175	34%
Age	Number of youth	Percentage
6 - 9 years old	200	43%
10 - 14 years old	256	55%
15 - 19 years old	13	2%
Racial/Ethnic	Number of youth	Percentage
Asian	7	2%
Black, or African American	67	15%
Hispanic, Latino, or Spanish	139	30%
White	156	34%
Multi-Racial	32	7%
Reported Other Race	55	12%

Mentor Recruitment

For the first time, Mass Mentoring Counts 2010 included questions on mentor recruitment to better understand the current recruitment strategies utilized and the challenges faced by youth mentoring programs in Massachusetts.

Mentor Recruitment Strategies

Consistent with the rest of the Massachusetts mentoring programs, the most common recruitment strategies (82%) utilized by the reported programs of the Western MA are **word of mouth** and the **use of current mentors**.

For Western MA programs, other mentor recruitment strategies are:

- 73% : attend tabling events
- 68% : attend volunteer fairs
- 68% : attend information sessions and open house
- 68% : distribute marketing materials to local organizations
- 64% : attend community meetings or networking opportunities
- 59% : utilize social media
- 55% : utilize media outreach to recruit mentors
- 50% : use the mentor referrals from Mass Mentoring Partnership
- 45% : develop partnerships with corporations, affinity groups, and nonprofits
- 41% : utilize online volunteer databases
- Lastly, donated advertisement (36%) and paid advertisement (14%) are the least utilized recruitment strategy by the reported Western MA programs.

Mentor Recruitment Challenges

Twenty-one of the 27 programs reported on the top challenges that their program face in recruiting mentors. The findings indicate the top challenges are consistent with the mentor recruitment challenges commonly reported by the rest of the state.

The **top challenges** for recruiting mentors reported by the Western MA programs are:

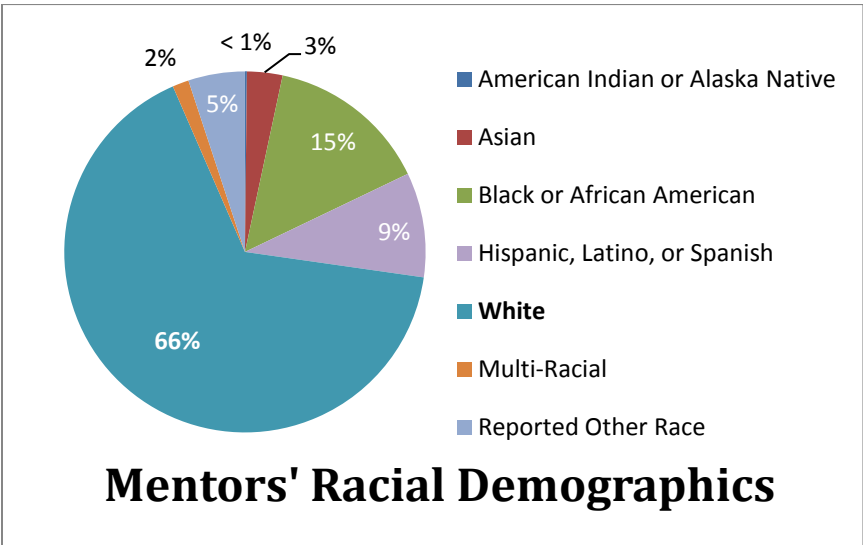
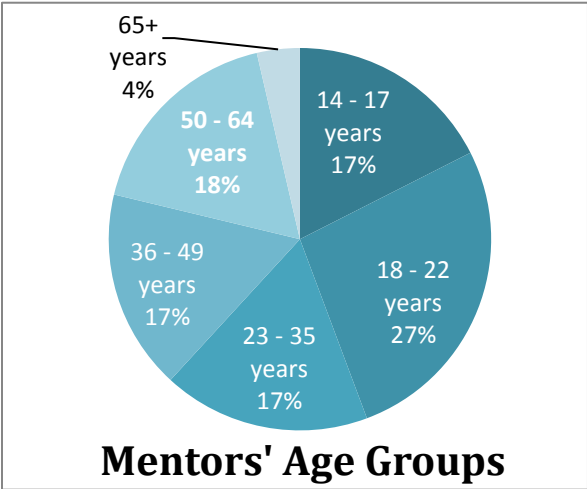
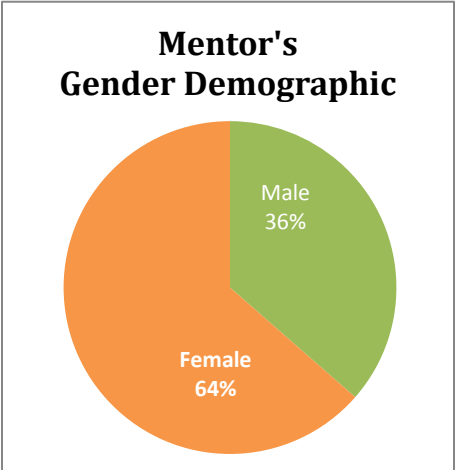
- 57% : reported to have difficulty recruiting male mentors
- 43% : reported to have difficulty recruiting mentors of color
- 48% : do not have staff time to devote to recruitment and volunteer follow-up
- 29% : have difficulty creating an effective mentor recruitment strategy

Mentors

In the last program year, **1,396 individuals** served as mentors in Western Massachusetts.

The most commonly reported population to serve as mentors is **college students** with 30% of programs indicating college students as a significant percentage (25% or higher) of their mentors. Other reported populations are someone who has come through an affinity group, corporate partners, retired persons, high school students, local/state employees, and non-working/unemployed individuals.

Mentor Demographics



Participating Youth Mentoring Programs

To learn more about the mentoring programs near you, please visit <http://massmentors.org/becoming-a-mentor>.

Mentoring Agency	Mentoring Program Name	Office Location
Action Centered Tutoring Services (ACTS)	ACTS ^{1 2}	Springfield
Big Brothers Big Sisters of Berkshire County	BBBS Mentoring Program ^{1 2}	Pittsfield
Big Brothers Big Sisters of Franklin County	<ul style="list-style-type: none"> ▪ Community Based Mentoring ^{1 2} ▪ Cross Age Peer Mentoring ^{1 2} 	Greenfield
Big Brothers Big Sisters of Hampden County	<ul style="list-style-type: none"> ▪ Big Brothers Big Sisters Community-Based Program ^{1 2} ▪ Lunch Buddies ^{1 2} ▪ High School Program ^{1 2} ▪ SMART ² 	Springfield
Boys & Girls Club of Greater Holyoke, Inc.	Holyoke Boys & Girls Club Mentoring Program ²	Holyoke
Boys and Girls Club of Greater Westfield, Inc.	Boys and Girls Club of Greater Westfield and PAL Mentoring Program *	Westfield
Boys to Men Teen Mentoring Network	Boys to Men Teen Mentoring Network	Shelburne
Center for Human Development	<ul style="list-style-type: none"> ▪ Big Brothers Big Sisters of Hampshire County - Community Based Program ^{1 2} ▪ Big Brothers Big Sisters of Hampshire County - School Based Program ^{1 2} 	Amherst
Dunbar Community Center Inc.	The Dunbar Community Center Mentoring Program	Springfield
Evangel Assembly	Kids Hope USA	Wilbraham
Girls Incorporated of Holyoke	MATCH: Mentors and teen Connecting in Holyoke Mentoring Program ^{1 2}	Holyoke
Hampden County Sheriff's Department	After Incarceration Support Systems (AISS) Mentorship Program	Springfield

Mentoring Agency	Mentoring Program Name	Office Location
Lee B Revels Mentoring and Scholarship Foundation	Edward W Brooke Oratorical Scholarship Contest	Springfield
New England Farm Workers' Council Inc.	NEFWC School-based Mentoring Program ₂	Holyoke
Pittsfield Public Schools	Making Dreams Real	Pittsfield
Railroad Street Youth Project	South Berkshire Mentoring Program _{1 2}	Great Barrington
Springfield College	The Partners Program _{1 2}	Springfield
Springfield School Volunteers	SSV School-Based Mentoring Program ₂	Springfield
Student Bridges Program	Student Bridges Program ₂	Amherst
The Holyoke Corps, Commonwealth Corps	The Holyoke Corps	S. Hadley
The Performance Project Inc.	First Generation	Springfield
Western New England College	Students Serving Students (S3) at Duggan Middle School	Springfield

₁ program also completed 2006 MMC survey

₂ program also completed 2008 MMC survey

*program currently in development or zero youth served in annual numbers reported