



## 2022 Ann Krick Professional Mentoring Program

*Influencing, Leading, and Advancing in an Increasingly Diverse Workplace*

### **WHAT:**

Camber is dedicated to creating and sustaining inclusive, equitable, and diverse workplaces in the Outdoor Recreation Economy. The Ann Krick Professional Mentoring Program, one of our flagship programs, is a mentoring initiative that helps equip leaders to thrive in increasingly diverse workplaces and amplify the organizational impact of workplace DEI.

Our program is named to honor the life and legacy of Camber's co-founder, Ann Krick. Ann believed the broad inclusion of individuals and industry leaders drove smart and effective business decisions. Through her own participation in mentoring, she enabled deeper engagement and stronger professional development of diverse leaders across the Outdoor Recreation Economy.

The program was founded in order to create professional development support systems for women. In an era of national reckoning with systemic racism, police brutality, and other forms of inequality and injustice, we are evolving our program to have a deeper emphasis on diversity, equity, and inclusion.

***For this reason, we are actively seeking mentors and mentees who are women of diverse backgrounds and experiences.***

### **PROGRAM BENEFITS:**

- The program provides one-on-one learning and leadership development opportunities between director-level, manager-level, or high-potential mentees and director/executive-level mentors.
- Since the program's inception in 2014, 500+ women have participated as mentees in the mentoring program. In a typical year, 25-35% of these women received promotions within a year of completing the program.

- Mentees gain strong allies and experienced thought partners for advancing their careers in the Outdoor Recreation Economy.
- Mentors and Mentees who are not Camber members receive a complimentary annual membership and gain access to the Ann Krcik Professional Mentoring Alumni directory (participants who opt in)
- Mentors hone their leadership and coaching skills; gain insights into the needs of women within the workforce; contribute to creating more inclusive and diverse workplaces; and have the personal and professional satisfaction of supporting the professional development of other women in the Outdoor Recreation Economy.

## WHO:

- Mentees: Manager-level, middle management, or emerging leaders (high potential individual contributors)
- Mentors: Director level and above | 7+ years of experience and knowledge within the outdoor recreation economy (corporate, non profit, government, gig economy, etc) | Passionate about supporting others | Understand that mentorship helps to advance workplace inclusion, equity, and diversity
- In 2020-2021 mentees came from companies such as Columbia, Smartwool, Marmot, Outside Magazine, Trek Bicycle, REI Co-Op and more.



**Mentors and mentees who are women of diverse backgrounds and experiences are strongly encouraged to apply.**

## HOW:

- Camber Outdoors convenes a selection committee composed of past mentees, current mentors, members of Camber Outdoors' Board of Directors, and staff.
- Mentees are matched with a director level or higher leader in the active -outdoor industries. Mentor - mentee matching is based on criteria including experience of mentors, mentee needs, geographic location, career interests, and personality.
- Participants engage in a 9-month 1:1 mentoring relationship meeting bi-monthly or 2+ hours a month.
- Each mentoring pair receives access to a web-based platform to assist in managing the mentor/ mentee relationship as well as a guidebook to further support the mentoring journey with helpful exercises and assessment tools. Each pair will have the flexibility to set their own schedule and meeting style.
- Signing of a confidentiality and mentoring agreement is required as well as participation in post -program surveys and assessments, annually for up to 10 years, to help gauge the overall health of the program and the mentoring relationships.

## COST:

- Fees: \$250 Corporate or Non-Profit Partner | \$1,000 Non Partner
- The program fee includes all program materials (guidebooks, assessment tools, presentation course), Webinars, Workshops, and inclusion in an ongoing Mentoring Alumni group.
- Although there is a fee, no qualified applicant will be turned away for an inability to pay the program fees. To help candidates' access funding, Camber Outdoors will provide materials to share with employers for reimbursement.
- In addition, a limited number of scholarships are available, to cover all or part of the fee through funds from the Cassie Heppner Foundation. Scholarships will be awarded based upon need.

## WHY:

- This mentoring program is an opportunity for women at all levels of the organization. Many leadership programs are targeted at women performing at the VP level and higher -- missing aspiring future leaders who get trapped at middle management positions and become discouraged and and/or leave the company in order to advance their career. As a result, businesses lose the highest percentage of high-potential women, as well as the return on their investment in those employees.

- Mentors support mentees in their professional growth. These mentees eventually become mentors themselves, creating a mentoring culture in which professional development opportunities drive a healthy employee ecosystem and enhanced organizational culture through increased employee engagement, retention, and productivity.

## **FACTS:**

- Research shows that mentoring programs are one of the most effective tools for creating inclusive, equitable, and diverse workplaces.
- A study from Cornell University's School of Industrial and Labor Relations dramatically improved promotion and retention rates for minorities and women—rates improved from 15% to 38% as compared to non-mentored employees.
- A case study at Sun Microsystems showed that mentees were promoted five times more often than those not in the program, and mentors six times more often than those not participating.
- Retention rates were significantly higher for mentees (72%) and for mentors (69%) than for employees who did not participate (49%).



**LOOKING FOR A MENTOR?  
We've Got You Covered.**

*Move your career growth and productivity forward with Camber Outdoors Mentoring*

**Mark Your Calendar!**

Application Period: 11/01/2021- 12/15/2021

Judging & Matching: 12/16/2021-1/10/2022

New Cohort Kick Off: 1/24/2022

Click [HERE](#) to apply!

To understand more about the program and learn about requirements visit [www.camberoutdoors.org](http://www.camberoutdoors.org).

For questions contact: [Irene Vilar at irene.vilar@camberoutdoors.org](mailto:irene.vilar@camberoutdoors.org)

To support the mentoring program through a donation or to become a sponsor,  
please click [here](#).