

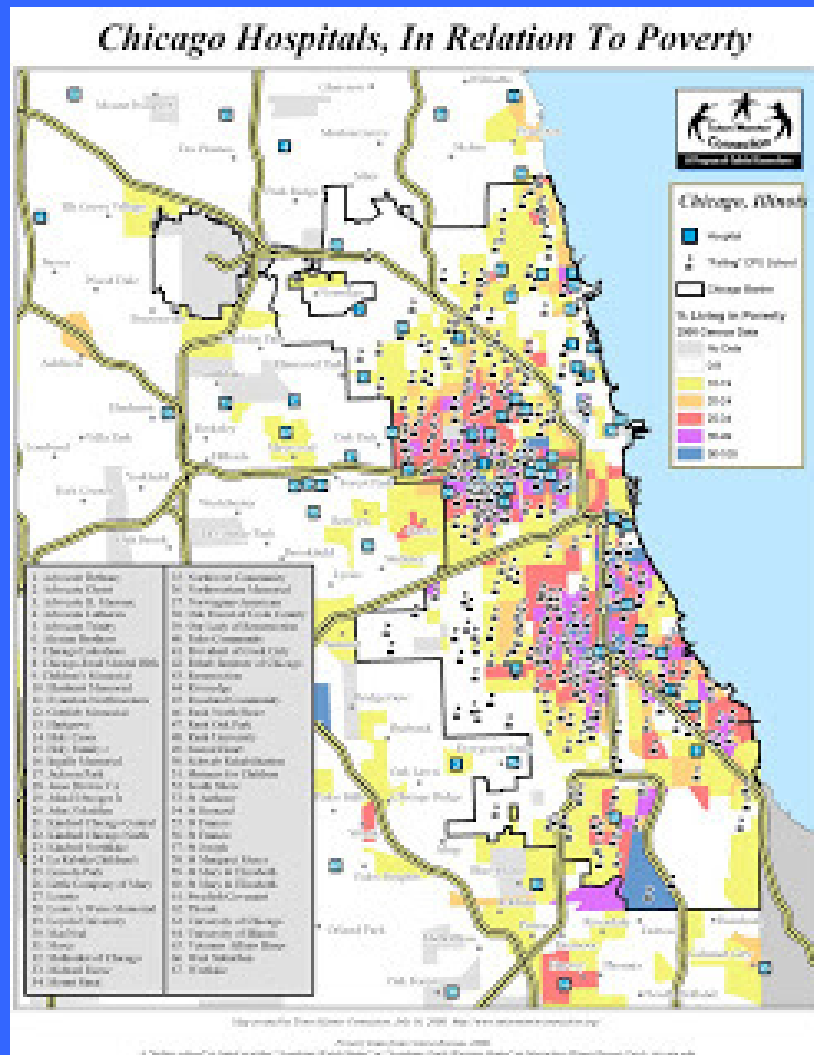


Tutor/Mentor Hospital Connection (T/MHC)

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Hospitals are anchor institutions in many high poverty neighborhoods. They often are the largest employer.

They are affected by the high costs of poverty and high cost of workers.



Tutor/Mentor Hospital Connection (T/MHC)

- “If this (initiative) is accepted and acted upon, it can change the way philanthropy and charities work together in America and throughout the world. It can change the future for millions of kids born into poverty each year.”

» --Daniel F. Bassill, President of Tutor/Mentor Institute, LLC and the Tutor/Mentor Connection

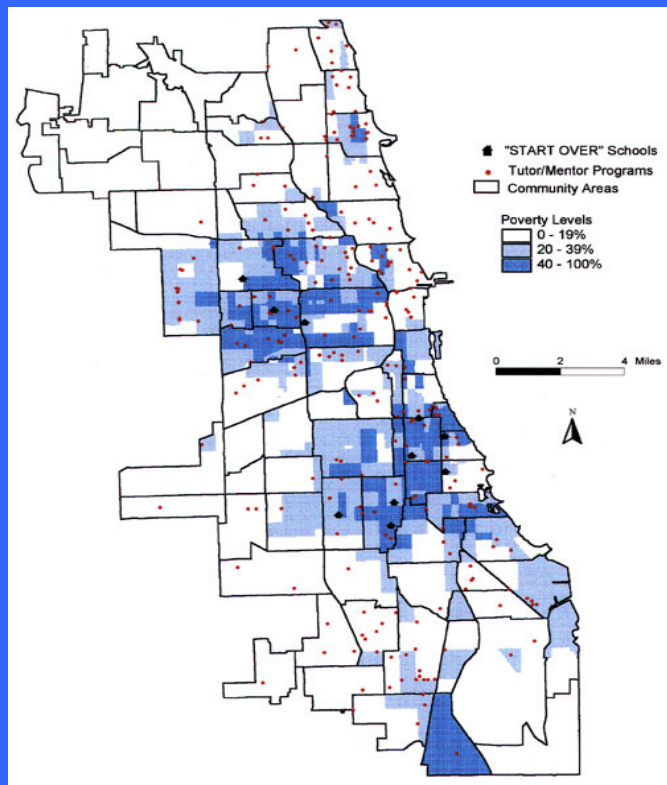
Building a Larger Health Workforce Supply

“No matter how challenging the issues of inadequate health workforce supply may be in 2003, we are assured of one thing: the situation will get worse. Aging baby boomers will stoke demand for healthcare services. Other industries facing similar workforce shortages will compete against health care for the best and brightest students. Huge numbers of active healthcare professionals — also members of that baby boomers group — will retire.”

http://www.healthworkforce.org/guide/pipeline_sec1_1.htm

Tutor/Mentor Hospital Connection (T/MHC)

Adult tutors & mentors can make a life-enriching difference in the lives of inner-city children and youth. K-12 Mentor programs are needed in every high poverty



T/MHC Core Values

- We believe in the inherent worth of all children. Children are literally our future, but disadvantaged children cannot hope to flourish personally or professionally in the future without direct personal investment from caring adults.

T/MHC Core Values

- We believe in the importance of strong supportive families and communities and understand the role of community wealth building strategies that help strengthen families and communities.

T/MHC Core Values

- We value providing ideas, programs and people resources for disadvantaged children to enable them to reach their full professional potential.
- We value providing ideas, programs and people resources for activities that generate community wealth and healthy lifestyles.

T/MHC Core Values

- We value building relationships and partnerships within the hospital community that will support the network for providing children with mentoring resources.
- And that will help support community wealth-building initiatives in the neighborhoods served by the hospital.

T/MHC Core Values

- We value volunteerism, the efforts of our volunteer mentors and service provider partners.
- We understand that employee volunteer involvement increases workforce productivity and is a benefit to the hospital in recruiting and retaining high quality employees.

T/MHC Vision

- The Tutor/Mentor *Hospital* Connection will be the most valuable resource hospitals and teaching universities use to enable creation and facilitation of tutor/mentoring programs in their communities.

T/MHC Vision

- The Tutor/Mentor *Hospital* Connection will be a partner strategy to hospital initiatives that aim to support the growth of community wealth in neighborhoods surrounding the hospital.

T/MHC Mission

- To build awareness of T/MHC among hospitals and teaching universities in Chicago, and other cities
- To encourage hospital staff to embrace and evangelize the tenets of T/MHC, including mentoring-to-health care career support for disadvantaged children.

T/MHC Mission

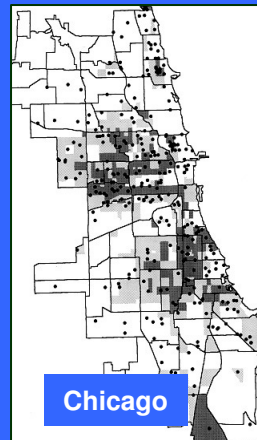
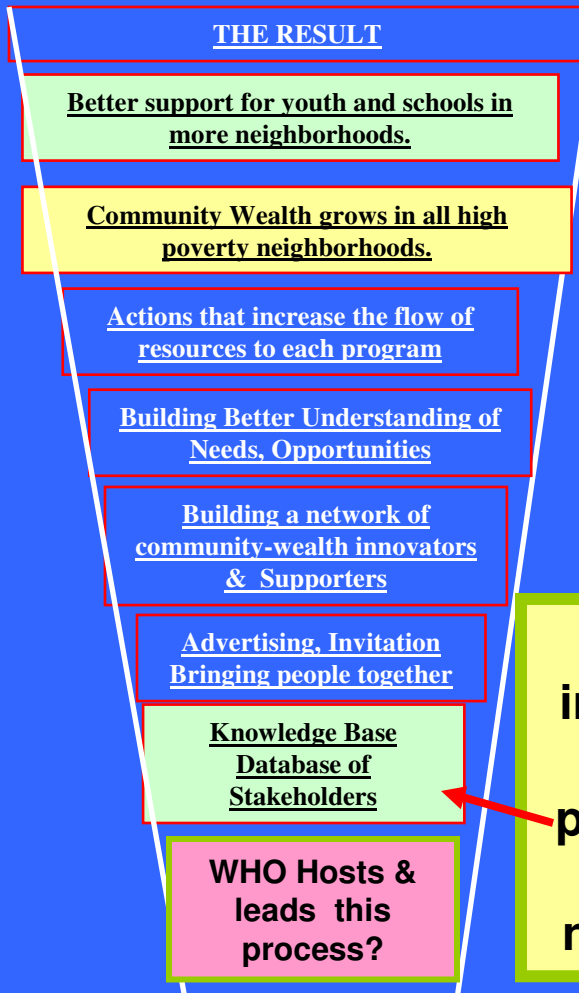
- Lessening emergency room care for children, adolescents and young adults by providing preventive health messages
- Building goodwill and positive public relations by making a needed investment in the local community

T/MHC Mission

- Nurturing a future workforce to fill the many diverse and critical staff positions within the hospital
- To this purpose, the Tutor/Mentor *Hospital* Connection, the best healthcare resource for expertise regarding volunteer-based tutor/mentor programs, pipeline strategies, etc., dedicates its efforts and resources.

The T/MHC supports two parallel strategies:

Community Wealth Growth



YOUTH Mentoring, Safety & Workforce Readiness



Anchor institutions can support this process in each high poverty neighborhoods

Knowledge Base Entry – <http://www.tutormentorexchange.net> tutormentor2@earthlink.net

The remainder of this strategic plan focuses on the steps needed to build a Tutor/Mentor Hospital Connection (T/MHC).

These steps can be duplicated in building community wealth building networks in the hospital community.

T/MHC Strategic Goals

1. Understand the opportunity for hospitals in Chicago and other cities to benefit from neighborhood mentoring-to-career programs and to contribute to the growth and success of these programs

T/MHC Strategic Goals

2. Ensure that a Tutor/Mentor Hospital Connection (T/MHC) has adequate resources to support its strategic goals.
3. Create Public Awareness Campaign that builds T/MHC involvement of members of the Healthcare/Hospital Community.

T/MHC Strategic Goals

4. Create a T/MHC Web site to support public awareness efforts, provide content and serve as a connecting point for the Hospital Community
5. Build productive alliances with key partners such as universities, Area Health Education centers, other hospitals and community resources, such as the Tutor/Mentor Connection

T/MHC Strategic Goal #1

Understand the opportunity for hospitals and universities in Chicago and other cities to benefit from neighborhood mentoring-to-career programs and to contribute to the growth and success of these programs.

Benefit to Hospitals

“It is clear that sponsoring youth mentoring is beneficial to hospitals”

From The Impacts on Hospitals of Youth Mentoring Projects: An overview for Decision Makers. Prepared for The Commonwealth Fund by The Lewin Group, Inc.,

Benefit to Hospitals

“The most tangible benefit may be the creation of a pool of potential employees.”

Other benefits were “enhanced external publicity and community recognition”.

From The Impacts on Hospitals of Youth Mentoring Projects: An overview for Decision Makers. Prepared for The Commonwealth Fund by The

Lewin Group, Inc.,

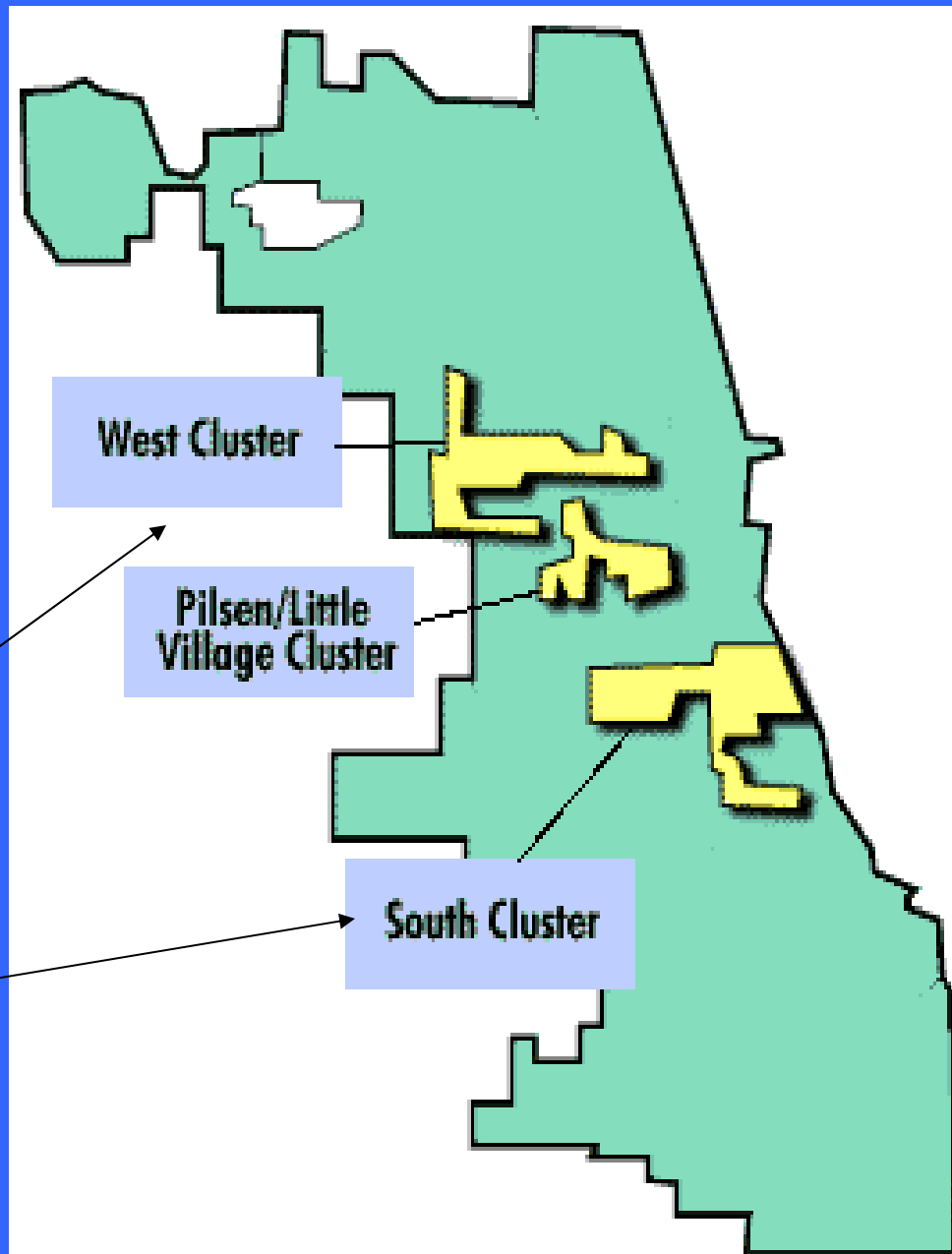
Benefit to Hospitals

“Reduction of the costs of poverty at the emergency room may be the greatest benefit to inner-city hospitals with thin profit margins.

The T/MHC
uses maps to
show where
there is need,
and where
there is
opportunity

Mt.. Sinai

University of
Chicago



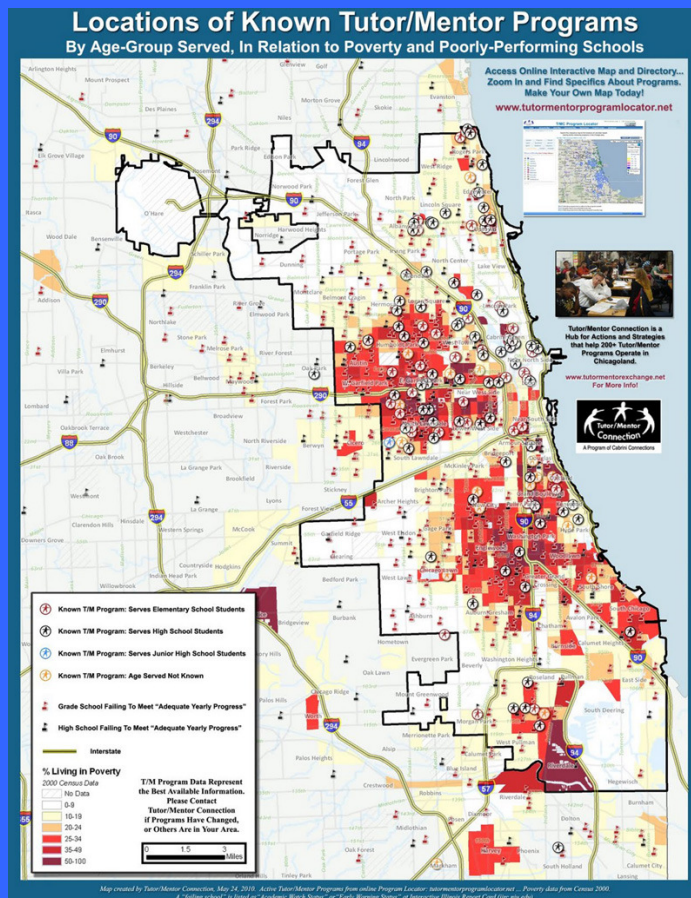
What Hospitals Can Offer

- While hospitals can operate mentoring-to-career programs that serve a small population of youth...
- hospitals can lead mobilizations that recruit workplace volunteers, provide healthcare support, and raise operating dollars for dozens of tutor/mentor programs near the hospital

What Hospitals Can Offer

- Teaching universities can engage students and alumni as volunteers, or researchers to create new understanding of what works...
- Teaching universities can create graduate level programs aimed at creating more effective leaders for tutor/mentor programs, or for leaders in hospitals and/or business who need to support these programs strategically.

What Hospitals Can Offer



- The long-term goal is that tutor/mentor programs * in every poverty area have T/MHC healthcare partners.
- *tutor/mentor program locations are shown on this map. While this is a map of Chicago, it could be a map of any region of the country.

Benefit to hospital

- By mobilizing volunteers from area businesses to support neighborhood mentoring-to-career programs, a hospital enlists resources from other neighborhood assets to help lower its emergency room costs associated with poverty.

T/MHC Strategic Goal #2

- Ensure that Tutor/Mentor Hospital Connection (T/MHC) has adequate resources to support its strategic goals.

Ensure Adequate Resources

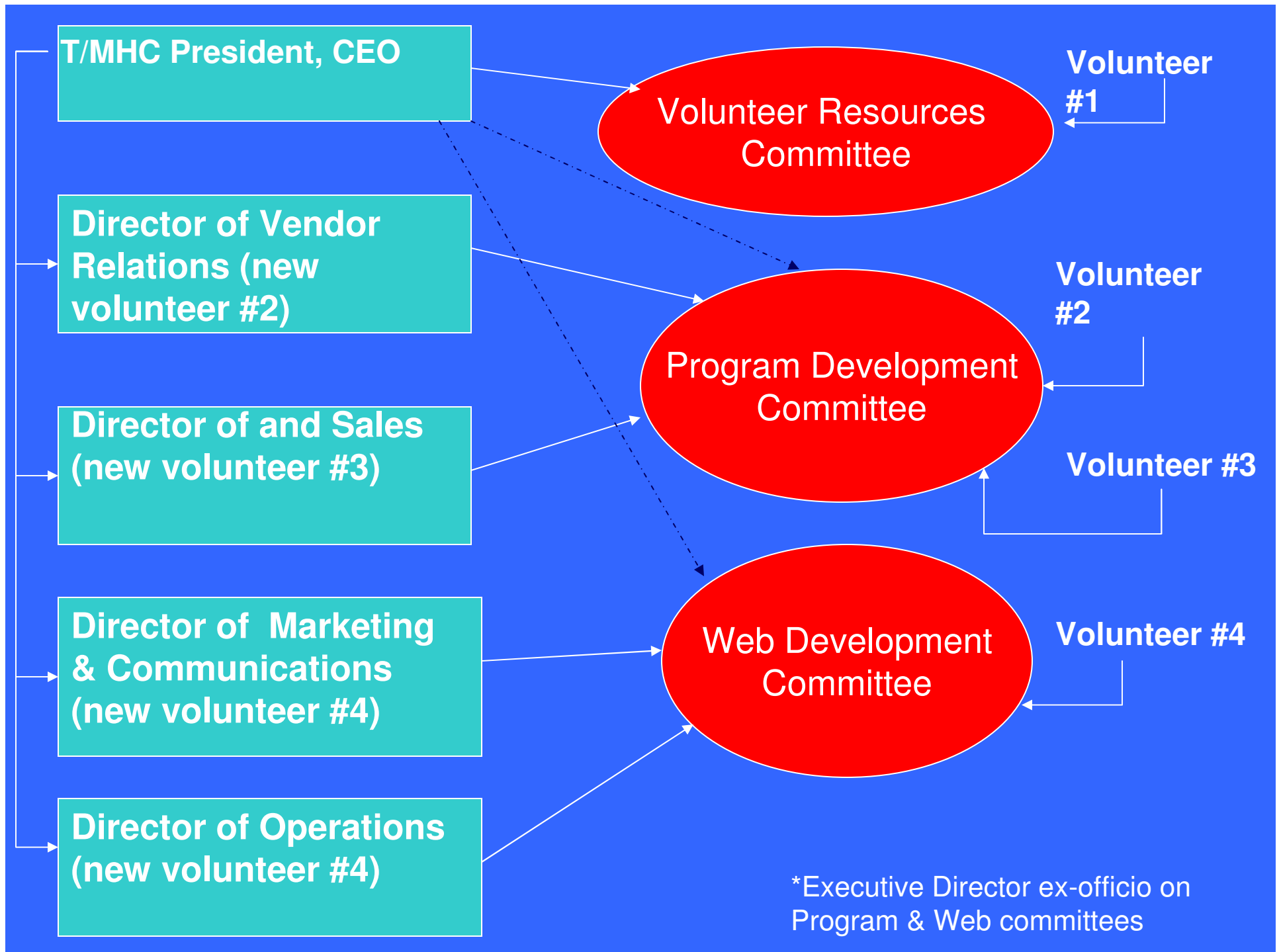
- Secure 3-5 volunteers from the hospital community as key leaders in developing and evangelizing tutor/mentor connections programs for hospitals in Chicagoland.
- **Review Role of Leaders at**
<http://www.tutormentorexchange.net/images/PDF/role%20of%20leaders2011.pdf>

Ensure Adequate Resources

- Create a volunteer retention program whereby once identified, volunteers continue to find their experience rewarding and will grow their involvement over many years.
- Such volunteers become leaders who evangelize volunteering to their peers.

Ensure Adequate Resources

- Create an organizational structure that enables volunteers to support the overall goals of the T/MHC and the Tutor/Mentor Connection.
- *Create a networking structure that connects different health care and universities T/MC groups with each other*



Ensure Adequate Resources

- Create a sales plan to solicit third party providers in Chicago and other cities who can be used as partners/underwriters for achieving T/MHC goals and objectives; create a sponsorship program for providers who support the organization with soft dollars versus cash donations.

Ensure Adequate Resources

- Seek partnership, and funding, from national foundations such as Robert Wood Johnson, and from government agencies such as the Department of Public Health

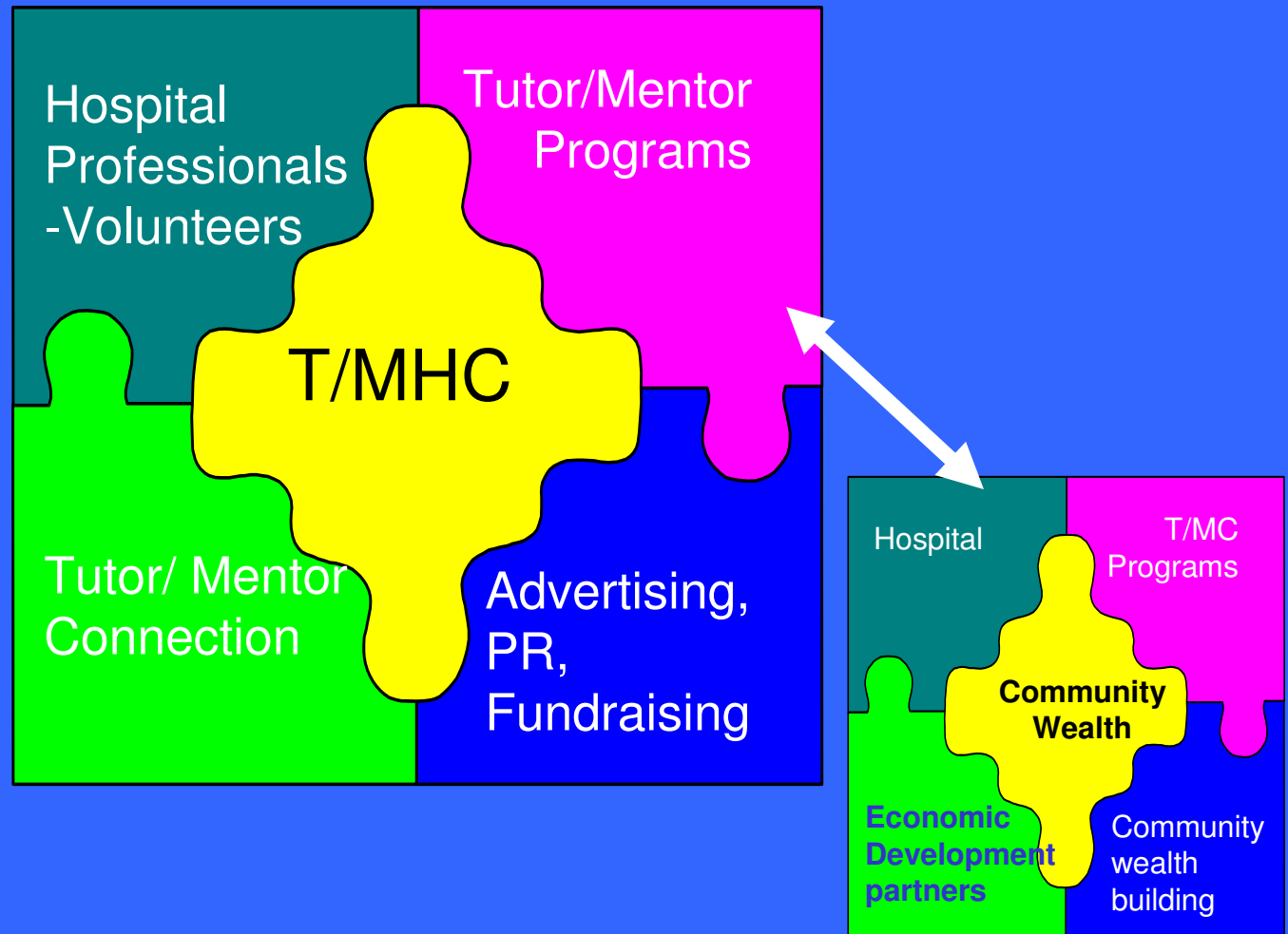
Ensure Adequate Resources

- Borrow from SunTimes Marovitz Lawyers Lending a Hand Fund (<http://www.lawyerslendahand.org/>) history and create annual events that raise dollars for one-on-one tutor/mentor programs in Chicago and other cities (that have TMHC volunteer involvement), TMC and TMHC.

Ensure Adequate Resources

- Create a Leadership Giving Circle, where leaders in industry and healthcare become \$10,000 supporters
- Encourage employees to support neighborhood tutor/mentor programs via workplace payroll deduction programs.

Success = All Pieces Fitting Together



T/MHC Strategic Goal #3

Create Public Awareness Campaign that builds T/MHC involvement of members of the Healthcare/Hospital and Teaching University Community.

Connect health insurance companies to the network.

Build Public Awareness

- Launch two (2) annual seminars for hospital administration staff
 - Propose 1/2 day seminars on public health issues (these could be web based)
 - Work with hospital staff to facilitate
 - Suggest workforce issue be included
 - Provide panelist to discuss solution = T/MHC

Build Public Awareness

- Create a “tutor/mentor hospital connection program in a box”
 - Use “Lend A Hand” as blueprint
 - Re-purpose as step-by-step guidelines
 - Include brief video of testimonials
 - Make it easy for hospitals to adopt this strategy

Build Public Awareness

- Create Awards and Awareness program to recognize outstanding involvement of hospital and health care leaders (e.g. Chicago Healthcare Advocates for Mentoring Program (CHAMP).)
- Recognize hospital and healthcare members who are leaders or volunteers in T/MHC tutoring, mentoring efforts.

Leverage existing Public Awareness Activities

- Add on to the Tutor/Mentor Connection on-going media campaign
- Newsletter, Public Media
- Web sites, Social Media
- May & Nov. Conferences
- Chicagoland Volunteer Recruitment Campaign
- E-mail Marketing
- Linked web sites –
<http://www.tutormentorexchange.net> &
<http://www.tutormentorprogramlocator.net>

Build Public Awareness

- Establish network of hospital public relations contacts, within cities like Chicago, and across cities and states
 - Higher-quality workforce
 - Cost saving through preventive health messages
 - Positive public relations - commitment to community
 - Illinois Society for Healthcare Marketing & Public Relations

Build Public Awareness

- Build web based network space to connect members of the network with each other, with information, and in collaborative actions.
 - Press Room link
 - Profiles of participants - contact information for Tutor/Mentor Connection and individual program locations
 - Fast facts
 - Research/Case Studies
 - Links to national stories/studies

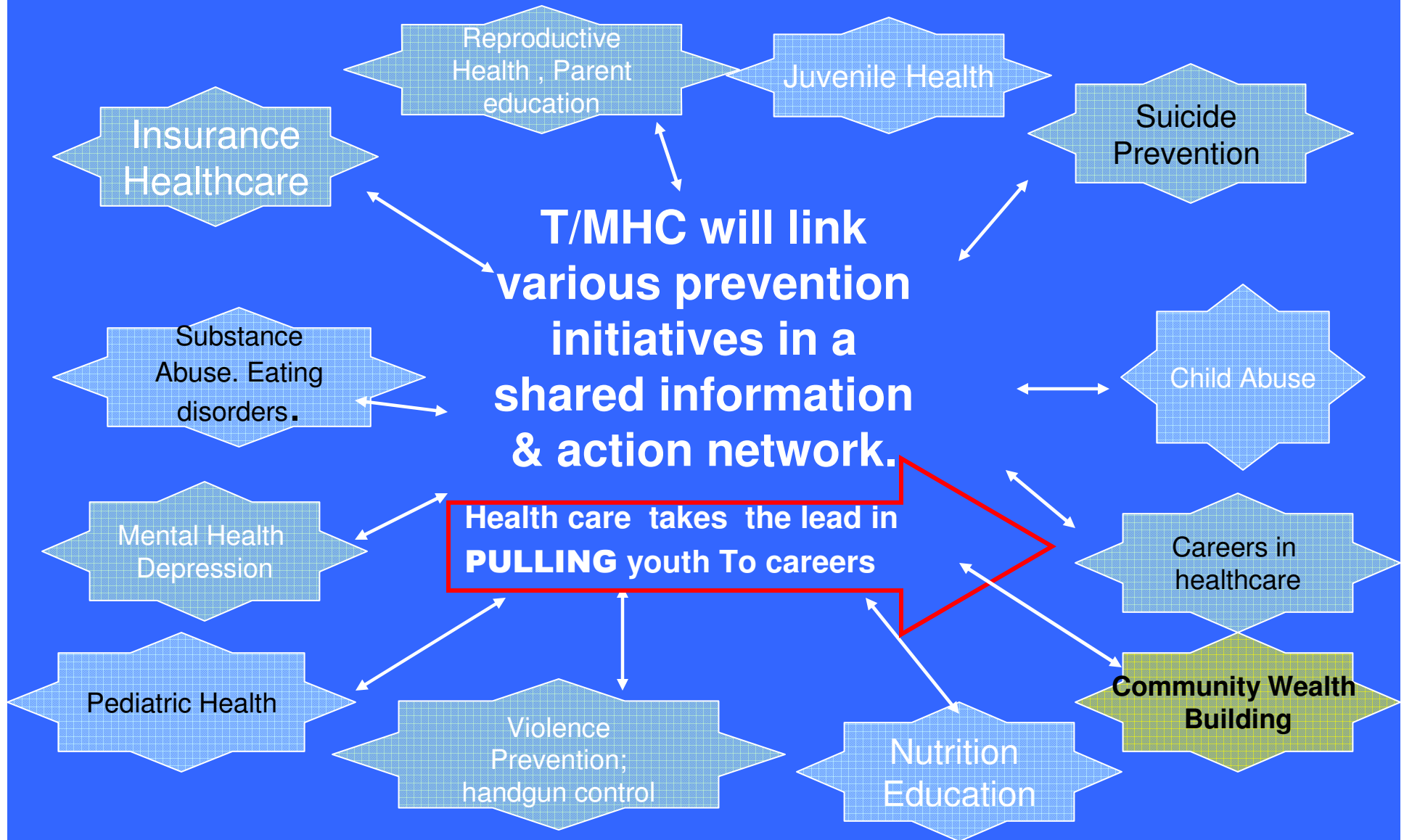
T/MHC Strategic Goal #4

- Create a T/MHC Website to provide content relating to the Hospital Community (portal).

T/MHC Web site

- Link to hospital initiatives around the country
 - Link to Chicagoland hospitals in T/MHN
 - Link to the Tutor/Mentor Chicago Program Locator Directory and Library
 - Create the ability for members of the healthcare community to contribute as volunteers or donors to T/MHC, the T/MC or any tutor/mentor program.
 - Support on-going learning, MOOCs, etc.

T/MHC Web site



T/MHC web site

- Include Articles on healthcare issues for children in poverty areas.
- Case studies regarding students who have been mentored through the T/HMC.
- Resource links for how to start a T/HMC with list of references.
- Add health career and mentoring links at

<http://www.tutormentorconnection.org/TMLearningNetwork/LinksLibrary/tabid/560/rrcid/2/rrscid/34/rrpid/1/rrepp/20/Default.aspx>

T/MHC

- “One stop shopping” for hospitals interested in pursuing a T/MHC program.
- Visibly reinforce the need for involvement from the hospital community.
- Creating a mechanism that will evangelize T/MHC’s vision for the Chicagoland Hospital community.
- Provide forum for sponsors and partners to achieve recognition for contributions to T/HMC; sales tool for increasing provider network.

T/MHC Strategic Goal #5

Sustain a partnership with the Tutor/Mentor Institute, LLC and Tutor/Mentor Connection (T/MC) that connects the hospital community's outreach with that of other professional and business groups in Chicago and beyond.

Engage the Tutor/Mentor Institute, LLC as your consultant. Do not reinvent what is already in place.

Tutor/Mentor Institute, LLC

- T/MHC shares responsibility with Tutor/Mentor Institute and Tutor/Mentor Connection of supporting the growth of quality, long-term, mentor-rich programs in every poverty neighborhood of Chicago and creates similar partnerships in other cities.
- By partnering with T/MI, and encouraging other professions, such as the legal community to adopt this strategy, the T/MHC only bears part of the costs associated with achieving this result.

Tutor/Mentor Connection

- Secure joint funding for T/MLC and T/MC activities so that the T/MHC leaders are better informed and can learn from each other on a consistent basis.
- Support for T/MC database enables T/MHC leaders to know which programs in Chicago and other cities have one-on-one matches, are constantly improving and should receive annual T/MHC funding.

Build Productive Alliances

- Create and maintain an alliance with the American Hospital Association (AHA) and similar health care networks throughout the country
 - Evangelize the T/MHC program to AHA members.
 - Leverage AHA publications
 - Target for volunteer recruitment efforts
 - Use AHA in-house marketing and communications, website development and support for T/MHC seminar series

Build Productive Alliances

- Create and maintain an alliances with the Hospital Youth Mentoring Partnerships and similar career focused mentoring networks in other cities
- Connect with similar initiatives in other industries

Build Productive Alliances

- Build alliances with the Institute for Diversity Health Management
 - Solicit mentors for summer enrichment programs
 - Build ongoing professional development and training to the T/MHC graduates
 - Increase number of T/MHC mentors in health service administration.

Build Productive Alliances

- Build an alliance with national and local volunteer, business and philanthropy networks
 - Participate in events that grow visibility and access to potential sponsors and hospital professionals
 - Leverage the knowledge on best practices for grant and sponsorship development
 - Teach leaders of many networks to share leadership role, using concepts of decentralized organizations such as outlined in books like *“The Starfish and the Spider”*.



Tutor/Mentor Hospital Connection
(T/MHC) does not yet exist.

It is a vision of the Tutor/Mentor
Institute, LLC and the Tutor/Mentor
Connection.

If you would like to be one of
the 3 to 5 volunteers who makes
this idea a reality, contact the
Tutor/Mentor Institute, LLC
www.tutormentorexchange.net

Tutor/Mentor Connection
Tutor/Mentor Institute, LLC
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Chicago, IL 60654



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