



PEI Culture Sector Mentorship Program, 2013–14

Culture PEI is pleased to announce the creation of a pilot Mentorship Program to support the business development and career goals of Prince Edward Island artists, artisans, performers and storytellers. In 2013-14, this program will support four mentorship pairings, through which mentors will meet with mentees over an eight-month period.

Selected mentors will receive a \$2,000 honorarium for investing their time and for making available their work space (such as a gallery, studio, production or retail environment) for the mentee to receive coaching, career advice and exposure to the finer arts of the business of culture. Selected mentees will receive a \$500 honorarium, and must agree to a minimum number of hours volunteering at the mentor's business. When identified and selected as potential participants in this program, both the mentor and the mentee must agree to the terms of - and sign - a learning contract.

Why a Mentorship Program for PEI's culture sector?

This mentorship program is designed to help emerging cultural entrepreneurs take their business or their business plan to the next level, and to grow their ability to earn a living in the culture sector. Our research and feedback from our industry consistently inform us there is an appetite for aspiring and emerging artists, artisans and performers to learn the finer arts of embarking upon – and succeeding in – the business of culture, and to learn these arts from peers and established culture sector businesses and entrepreneurs. Additionally, artists often work in isolation and seek opportunities to learn about industry and business trends and creative techniques. The majority of PEI's cultural workforce is self-employed. Its ability to acquire career and business development skills elevates the chances of emerging creators and innovators to remain on PEI and establish or grow their businesses or practices in our province. We believe this program will support the development of this province's culture sector labour market, its arts and cultural industries, and Prince Edward Island's economy.

Interested? Read on to learn more about eligibility and applying:

Eligibility:

Who can apply to be a mentor or a mentee? This program is open to those who work on Prince Edward Island and work within (or aspire to work within) the following culture

sector sub-sectors or disciplines: film and media arts, the handcrafted arts, the literary arts, the visual arts, music and recording, and the live, performing arts.

Mentors must own and operate a culture sector business or practice within one of the afore-mentioned disciplines on Prince Edward Island. They must articulate their approach to collaborative learning or mentoring, agree to share their production or work facility/equipment with a mentee, and illustrate what skills, support or expertise they could bring to a mentorship experience. Mentors must agree to provide a minimum of 10 hours of mentoring per month over eight months. Selected mentors will receive a \$2,000 honorarium for investing their time and for making available their work space (such as a gallery, studio, production or retail environment) for the mentee to receive coaching, career advice and exposure to the finer arts of business in culture.

Mentees must be at least 18 years old, and must be able to articulate what specific career or business development skills they hope to obtain through a mentorship program. It's the articulation of these goals that will help us forge successful mentorship matches. Applicant mentees must also demonstrate their intent to build, pursue or grow their culture sector business on Prince Edward Island and provide a portfolio of their artistic or creative work. They should also articulate a desire and willingness to launch or grow a career as a professional artist, artisan, storyteller or performer. Mentees must agree to be available for a minimum of five hours per month to liaise with mentors, *and* they must also contribute a minimum of five hours per month volunteering in support of the mentor's business or practice. Selected mentees will receive a \$500 honorarium.

The duration of the mentorship will be approximately eight months, to commence this summer and to be completed by March 31, 2014.

The Learning Contract:

Applicant mentors and mentees selected to participate in this mentorship program must sign learning contracts with Culture PEI. These learning contracts will outline agreed-upon terms of reference and goals of the mentorship. This contract will be rooted in an agreement of what both the mentor and the mentee expect and hope to accomplish, in the duration of the mentorship (approximately 80 hours during an eight month period), and in the understanding that both mentors and mentees must provide Culture PEI with regular updates and final reports.

Outcomes and Objectives:

The anticipated outcomes of participating in this program are largely up to the participants: what business or career development skills or support are the mentees seeking? As a result of the mentorship experience, has the mentee been able to start or

expand a business, or develop a business plan, or refine an artist's statement, or expand his/her portfolio of work, or find new audience or sales, or learn new marketing and promotional techniques? Answering "yes" to one or more of these questions would be tangible outcomes. Updates on mentorship progress must be shared with Culture PEI every two months, and participants will also present a "midterm" report at the program's halfway point. A final report will be submitted at the end of the program. The mentee must agree to provide Culture PEI with an update of his/her career or business development progress one year following the conclusion of the mentorship.

Selecting Mentors/Mentees:

As this Mentorship Program has funds to support four mentor/mentee pairings, it will be impossible for Culture PEI to accommodate all of those who apply to be mentors or mentees. Participants will be selected employing the following criteria:

1. finding suitable matches to best meet the skills' needs identified by potential mentees.
2. the experience and expertise as articulated by potential mentors.
3. applicant mentees' statement of mentorship goals.
4. applicant mentees' articulation of desire to begin or grow a cultural business or practice on Prince Edward Island.
5. applicant mentors' articulation of support they could provide to a mentee.
6. the geographical and discipline-specific "fit" of prospective mentors/mentees.

For example, if an applicant mentee in Summerside expresses a desire to learn more about how to start a jewellery-making business, an ideal mentor would be one who has demonstrated skill and success in jewellery-making, and who works in or near Summerside. However, perhaps there is someone in Charlottetown who possesses the expertise a mentee seeks. Depending on the availability or flexibility of the mentor and mentee, this may ultimately prove to be a suitable match.

A jury will review the applications and begin to identify potential mentor-mentee pairings. Those chosen will then be contacted to begin the process of arranging and formalizing the mentorship. Before the mentorship can begin, Culture PEI's executive director will meet with both prospective mentors and mentees to review the terms and goals of the program. The learning contracts must be agreed upon by mentors and mentees before participation in the program.

How to Apply: *this information follows below, on the next page*

How to Apply:

To apply to be a PEI Culture Sector Mentorship Program mentor or mentee, **find and download the mentor and mentee application forms** at www.culturepei.ca. Please ensure you've read the application form carefully, and answered all of the questions. Queries can be directed to Henk van Leeuwen, Executive Director of Culture PEI, at henk@culturepei.ca or by phoning 902.367.4460.

When to Apply:

The deadline to apply to be a mentor or a mentee is **5 pm, June 14, 2013**.

Culture PEI wishes to thank the Prince Edward Island Department of Tourism and Culture and its Cultural Industries Support Program for funding this Pilot Mentorship Program.



For regular news and updates about Culture PEI's projects or about developments within the culture sector, follow our news feed at www.culturepei.ca. You can also access our updates by following us on Facebook and Twitter.

Culture PEI is funded in whole or in part by the Canada/Prince Edward Island Labour Market Development Agreement.