

Mentorship Conversation Topics

GENERAL INFO

- What drew you to this field, and what areas are you most passionate about? **-OR-** How did you get involved in the industry?
- What inspired you to pursue a career in sports communication, and how has your career path evolved over time?
- What is one lesson you've learned on the job that you wish you had known earlier in your career?
- What is your "why" when things are difficult?

LOOKING AHEAD

- Establishing expectations at your school/organization. (Both within your Athletic Communications team, and outside of your team.)
- Where do I/you see my/yourself in the next few years, and what skills or experiences do I/you hope to gain along the way?
- What would you like to get out of this mentorship pairing? **-OR-** How can a mentor best support you?
- What advice would you give to someone who is just starting out or looking to grow within this profession?
- What skills do you think will be most valuable moving forward?

LOOKING BACK

- How have you seen sports communication change during your time in the profession?
- How have you evolved and grown your base of knowledge over the last year?
- Who has had the greatest influence and impact on your career?
- What was the most difficult work situation that you had to handle over the last year? What did you do and looking back on it would you change anything?

RELATIONSHIPS

- Creating relationships with student-athletes.
- How to interact with and build relationships with supervisors/Athletic Directors.

- Interacting and building relationships with coaches and tailoring your coverage to their needs.
- Strategies on the training/development of assistants, graduate assistants, and/or student-workers.
- How to confront conflicts or disputes with supervisors/Athletic Directors.
- How to confront conflicts or disputes with coaches. **-OR-** What are some difficult conversations you have had to have with coaches?

PRESEASON/SEASON PREP

- What do you do and when do you begin preparing for an upcoming season?
- Media Days (how do you handle these and what have you found successful)

IN-SEASON

- Gameday preparation. (What do I need to do on the Monday before to prep for the game, i.e. word rosters, finalizing the schedule, gamekeys, game notes.)
- Helpful tips and tricks to stay organized throughout the year. (Priorities)
- Managing “crossover season” when all teams are in the thick of it, what can communicators do to be successful.
- Covering teams that are having less-successful seasons.

POST-SEASON

- Wrapping up a season. (i.e.: Updating bios and record books during the season and/or offseason)

STATISTICS

- Different stat softwares and pros/cons of each.
- Any specific statistical scenarios or rulings questions or guidance. (i.e. How do you determine an assist in soccer? Basketball? Hockey? **-OR-** What’s the difference between a wild pitch and a passed ball?)

OUT OF THE OFFICE

- What do you do to maintain a work-life balance?

- How to know when to slow down and take time for yourself?
- What's been the biggest challenge for you so far in your professional journey?

CONTENT

- What tools do you use/are available for content creation?
- Content ideas. **-OR-** Specific feedback on content.
- Content planning strategies.

CAREER DEVELOPMENT

- Taking steps to position yourself for new opportunities in the field
- What specific skills do you want to improve? Consider setting specific goals for the year. **-OR-** What's one thing you'd like to learn or get better at through this mentorship?

MISCELLANEOUS

- What's been your favorite experience during your time as an SID?
- What is a challenge you have faced in this field and how have you worked through it?
- In your opinion, what is one area in which you can see CSC and our profession in general improving on going forward?
- How has your role/office changed or will change after the House Settlement over the summer?
- How to manage up, manage down and across the organization without overstepping

Note: *These conversation topics are not one-size-fits-all and may not be relevant for all mentorship pairings.*

If a strong topic arises that is not included in the list, however, we'd love your input, email them to:

bjohnson2@guilford.edu