



Sparks Mentorship Program

Student Info Session

- About Me

- **Career:** Technology (16-27), Supply Chain (28-59), Non-Profit Founder (60+)
- **Residence:** Born in Michigan and lived in Pennsylvania (Hershey), Wisconsin (SAB Miller) and Charlotte (Coca-Cola)
- **Children:**
 - Son is graduate of University of South Carolina, employed by Avid Xchange, married, and living in Charlotte
 - Daughter is graduate of college of Charleston and works for a non-profit in Charlotte

- About the Organization

- **Formation:** Formed organization November 2023 a few months prior to retirement
- **Mentorship Program:** Launched the Sparks Mentorship Program January 2024

Our mission is to empower students through personalized mentorship that fosters personal growth, enhances academic success, and builds the skills needed for a successful transition into fulfilling careers and long-term happiness.

- **Qualification:**
 - You are a high school graduate accepted and starting college within 3 months - or -
 - You are currently enrolled undergraduate student (including seniors with imminent graduation date).
- **Free One-Year Mentorship:** No cost to participate?! How can this be?
- **Valuable Growth Opportunity:** Offers career development benefits as important as an internship.
- **Time Commitment:** Dedicate at least 1 hour per month for 12 months (2-3 hours recommended).
- **Merlin AI Assistant:** Available 24/7, customized to help you make progress on your goals.
- **Apply Now:** Choose a start date that fits your schedule—seniors encouraged to apply and begin right away.




























Mentoring Benefits

- **Practical Insights:** Gain real-world knowledge of industries and careers.
- **Personalized Guidance:** Receive tailored support for academic and professional development.
- **Valuable Connections:** Build a network through meaningful opportunities.
- **Skill Development:** Foster both personal and professional growth through targeted learning.



For just 60-90 minutes per month over a year, you have the power to change a student's life!

- **History:** Sparks Mentorship Program launched February 2024.
- **Current Reach:** Mentoring students at the following colleges:

 University of Cincinnati Since: Jun 25, 2025	 University of North Carolina-Chapel Hill Since: Jun 16, 2025	 Davidson College Since: Jun 14, 2025	 PennState Since: Nov 26, 2024	 North Greenville University Since: Nov 19, 2024	 The University of Tennessee-Knoxville Since: Jul 17, 2024
 Lemoyne-Owen College Since: Jun 14, 2025	 The University of Alabama Since: Jun 13, 2025	 University of North Carolina-Charlotte Since: Jun 10, 2025	 University of Georgia Since: Jun 19, 2025	 University of Pennsylvania Since: Mar 23, 2025	 University of Virginia Since: Jun 10, 2025
 University of Texas at San Antonio Since: May 20, 2025	 San Jose State University Since: Jun 13, 2025	 Virginia Tech Since: Apr 28, 2025	 Boston College Since: May 17, 2025		
 Georgia State University Since: May 13, 2025	 Louisiana State University Since: Apr 24, 2025	 Syracuse University Since: Mar 27, 2025			
 College of Charleston Since: Feb 10, 2025	 Kennesaw State University Since: Apr 13, 2025	 University of South Florida Since: May 8, 2025			
 Villanova University Since: Apr 20, 2025	 Michigan State University Since: Jul 31, 2023	 Central Michigan University Since: Feb 23, 2024			



Our program is listed on the Handshake platform at 130+ colleges nationwide.

Mentoring The Whole Person

In the Sparks Mentorship Program, we are committed to mentoring the whole person.

- **The Individual:** Supporting their personal growth, values, and self-awareness.
- **The Student:** Guiding their academic success and learning journey.
- **The Future Professional:** Preparing them for career readiness and professional development.



Sparks Mentorship Program Objectives

- **Developmental Experiences:** Provide guidance on internships and other developmental experiences in their college years
- **Academic Support:** Provide guidance on course selection, study habits, and time management to improve academic performance.
- **Career Guidance:** Assist students in exploring career options, building professional networks, and preparing for the job market.
- **Skill Development:** Focus on developing soft skills such as communication, leadership, and teamwork.
- **Work-Life Balance:** Coach on strategies to balance academic responsibilities with personal life.
- **Financial Literacy:** Educate about budgeting and financial planning
- **Personal Growth:** Encourage self-awareness, confidence-building, and personal goal setting.
- **Networking Opportunities:** Facilitate connections with professionals, alumni, and peers for career and academic advancement.



- **Undergraduate Students:** We mentor college undergraduates, from rising freshmen to seniors, across all majors and fields of study.
- **Current Focus on Business:** While we have a focus on business students simply due to the number of business-oriented mentors we have, we do welcome all students.
- **Beyond Business:** We accept and encourage applications from students outside the business field and will work to find mentors who match their academic and career interests.
- **High-Impact Mentorship:** Our primary goal is to provide a valuable and personalized mentorship experience that helps students achieve their academic, personal, and professional aspirations.



Our Mentors

- Our mentors are highly experienced professionals hand-picked through our growing mentor network.
- Our mentors hold (or have held) positions in top companies such as

- Centene Corporation
- Coca-Cola Consolidated
- The Coca-Cola Company
- Coca-Cola Canada
- CohnReznick
- Data Ventures
- Delhaize
- East Penn Manufacturing
- Exxon
- Forvis Mazars
- Foundation for Supply Chain Solutions
- General Motors
- The Hershey Company
- Ingersoll Rand
- Institute of Management Accountants
- Johnson & Johnson
- Microsoft
- SAB Miller
- Phillip Morris
- Proctor & Gamble
- SanMelix Laboratories
- ScottMadden
- Sealed Air Corporation
- Shell Oil
- Wells Fargo

ExxonMobil



Coca-Cola



Johnson & Johnson



- **Tailored Matching:** Students are matched with mentors based on their major, goals, and specific preferences outlined in their application.
- **Network-Driven Support:** If a student's application doesn't align with a currently available Sparks Mentor, we actively seek a mentor within the network of the founder, Advisory Board, or existing mentors to find and onboard a suitable match.
- **Proposed Matches:** When a potential match is identified, the student's profile is presented to the mentor for approval before moving forward.
- **Mentorship Start:** Once the mentor accepts the match, both the student and mentor receive an acceptance notification. The student's preferred start date, as indicated in their application, will be confirmed to initiate the mentorship.



- **Student-Driven Goals:** The mentorship is centered around the goals that each student outlines in their application. These goals are further refined during the first two meetings to ensure alignment with their aspirations.
- **Standardized Framework:** The program uses a set of 40+ Mentorship Standards that act as a guideline. Mentors and students review these standards together to decide which are most relevant and valuable for their specific mentorship journey.
- **Customized Approach:** While we provide a structured foundation, the mentorship is flexible, allowing each student-mentor pair to focus on the areas that matter most to the student's personal and professional growth.



- **Set Your Goals:** Take the lead in defining your mentorship objectives and choosing your personal standards.
- **Plan Meetings:** Collaborate with your mentor to establish clear objectives for each meeting.
- **Track Progress:** Regularly assess your development with your mentor and adjust as needed.
- **Stay Engaged:** Work on your goals and standards between meetings to the best of your ability.
- **Prepare in Advance:** Send your mentor an agenda at least 3 days before your next meeting.



- A list of important areas that we discuss with every student for their consideration for inclusion in their mentorship focus:

Professional Marketing

- LinkedIn Profile
- Interviewing skills
- Resume & cover letter writing
- Evaluating job offers & benefits
- Personal brand building
- Professional character & behavior
- Networking & relationship building

Internships

- Finding & applying for internships
- Internship goal planning
- Internship counseling

Productivity Tools

- MS Word, PowerPoint, Excel & Teams
- MS Project
- MS Access (if applicable)
- Chat GPT / LLMs

Personal Finances

- Budgeting, Cash Flow & Bill Payment
- Intro to Investing
- Credit Management
- Foundations of Money

Personal Growth

- Personality Type
- Oral & Written Communication
- Active Listening
- The Four Agreements

Credential Building

- Professional Associations & Certifications

Organizational Dynamics

- Strategy, Tactics & Operations
- Business Process Management
- Project Management
- Organizational Change Management
- Corporate Finance

Career Planning

- Identification of interests & passions
- Skills assessment
- College advisor utilization
- Career path discussion
- Major selection
- Advanced degree discussion

College Assistance

- Course selection & workload management
- Study habits, time management & prioritization
- Navigating campus resources
- Cultural adaption (if applicable)

We have a strong platform with many resources you can take advantage of to augment your mentorship:

- **Blog Posts:** Weekly articles and podcasts on student-related topics released every Saturday morning.
- **Student Events:** Calendar of workshops and networking opportunities for program participants.
- **Recommended Reading:** Curated list of 30+ books across 10 "life areas" for personal development.
- **Foundations of Money™:** AI assistant teaching financial literacy through personalized learning modules.
- **The Interviewer™:** Mock interview simulator providing customized practice & the ability to upload actual job details.
- **Career Explorer™:** AI tool identifying career paths given your values, business function & industry.
- **Merlin™:** Personalized AI assistant that provides personalized guidance between mentor meetings.
- **Student Directory:** Make yourself visible to people who may help you find an internship or full-time employment.
- **Forums:** Discussion boards connecting you with peers from your college and across institutions.
- **Suggestion Box:** Provide input and feedback anytime.
- **Lumen™:** Collaborative platform for tracking goals, action items, and progress with your mentor.



Weekly Blog Posts



Student Events



Suggested Reading



Foundations of Money



The Interviewer



Career Explorer



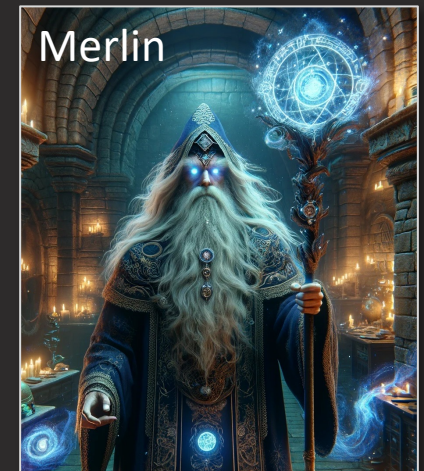
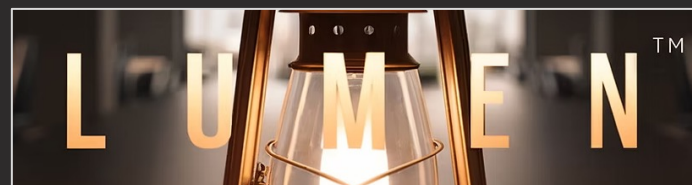
Student Directory



Forums



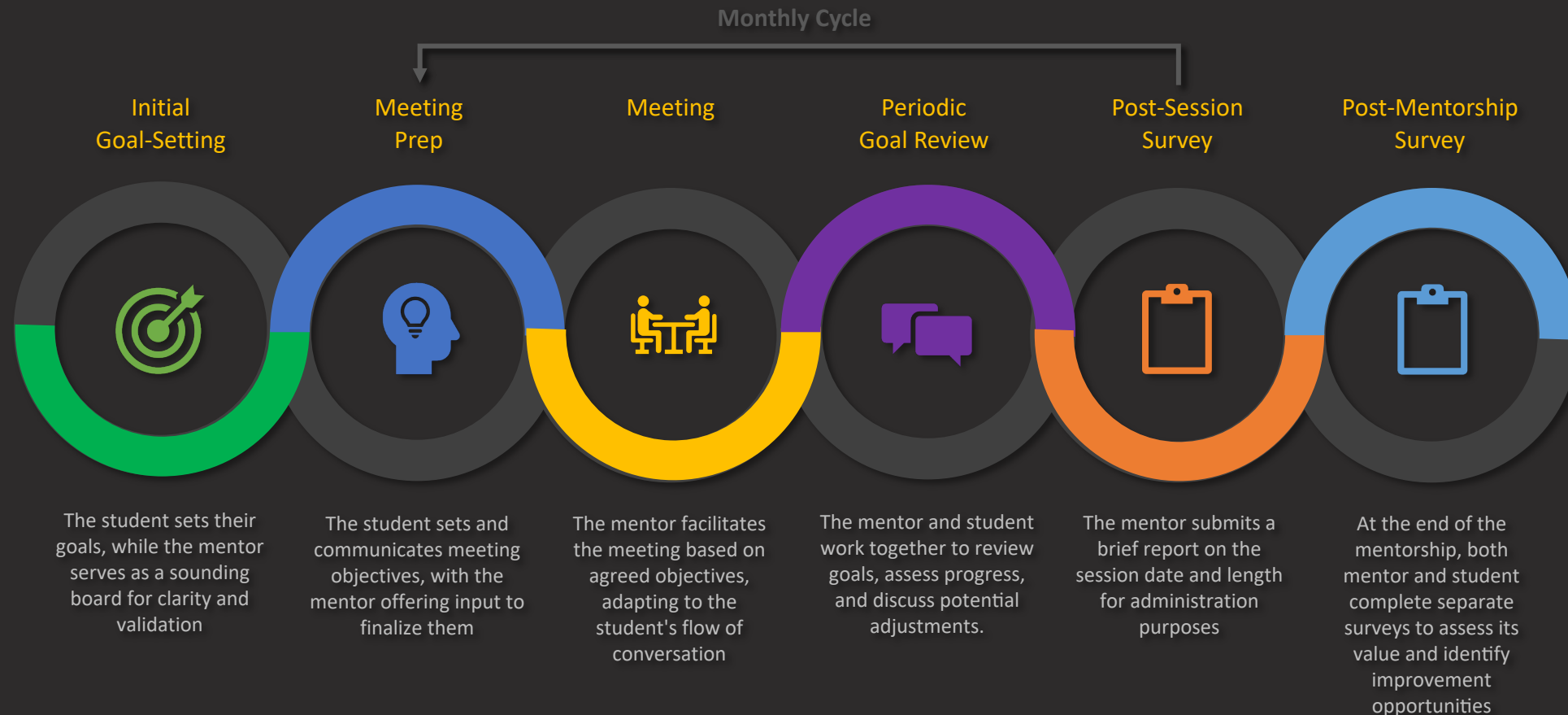
Suggestion Box



Merlin

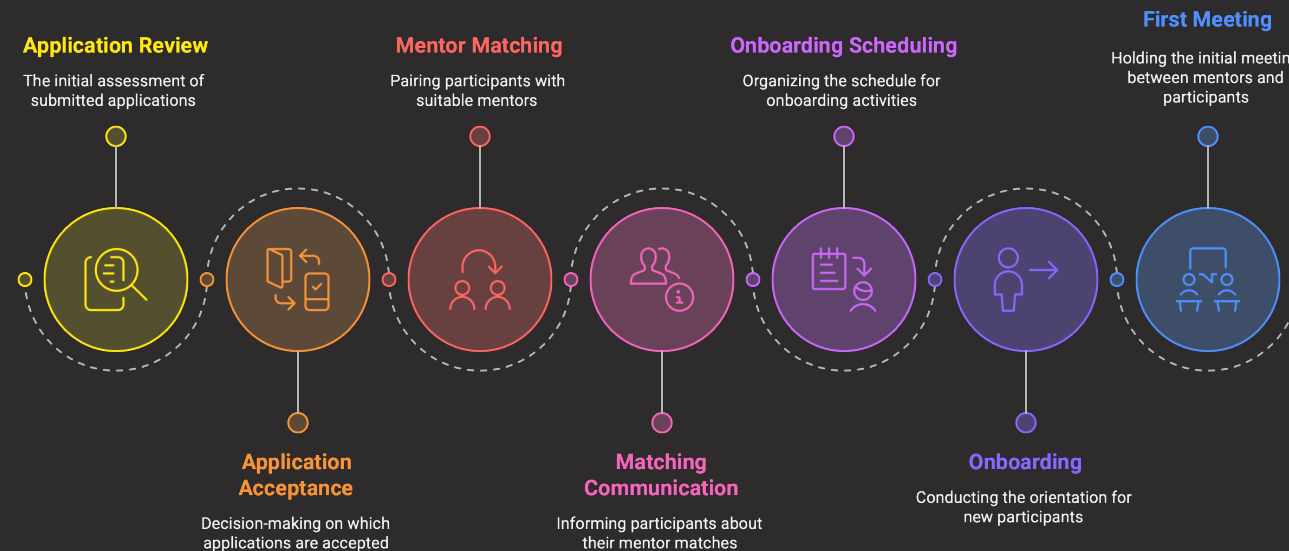
The Mentorship Process

- The student drives the mentorship process by setting goals, while the mentor offers perspective, knowledge, and resources to help them achieve those goals.
- The mentorship includes a monthly 60min mentoring session over the course of one year.

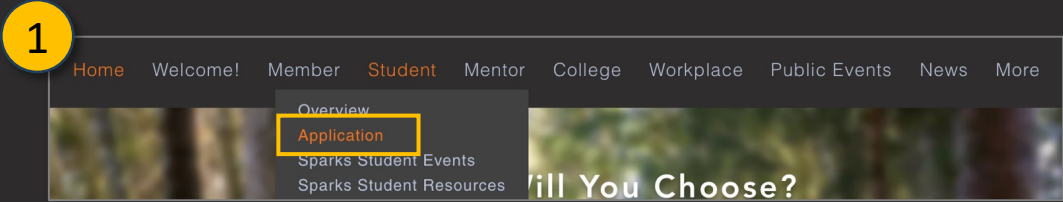


What Happens Next?

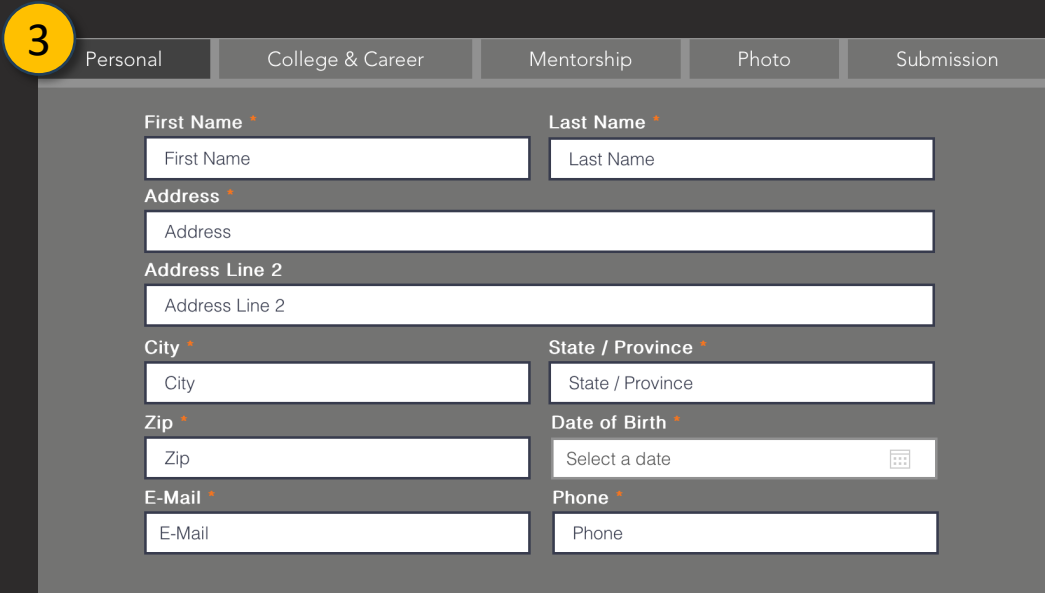
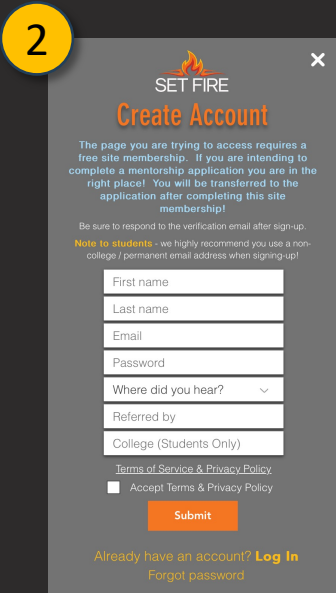
- **Application Review:** Each submission is carefully reviewed.
- **Application Acceptance:** Qualified applications are approved and moved forward to the next stage of the process.
- **Mentor Matching:** Students are paired with mentors based on their interests, goals, and availability.
- **Matching Communication:** Students receive notification about their match.
- **Onboarding Scheduling:** Agreement is reached on date for onboarding for student and mentor (sessions 2x month).
- **Onboarding:** Students and new mentors learn about program and available resources.
- **First Meeting:** Students connect with their assigned mentor to refine goals and begin their mentorship journey.



- **Select Application:** Choose *Application* from the Student menu
- **Create Site Account:** Fill out the site membership *Create Account* form (or chose *Log In* if you have an account already). You will receive a confirmation code via email (check your junk folder). If you have an account and are already logged-in, you will be taken straight to application.
- **Apply:** You will be transferred to the application for completion once you have created your account and provided the confirmation code.



We've recently introduced a Student Waiver to protect everyone as the program grows. This helps us continue supporting students long-term.



- You can view all current student endorsement from active students and alumni alike at www.setfire.com/endorsements.



“The SetFire Sparks Mentorship Program has been incredibly valuable in advancing my career. As a junior in college studying business analytics, I wanted to gain more knowledge in the field while also receiving guidance on securing an internship and eventually a full-time job after graduation. I was paired with Kevin King., an amazing mentor who has provided invaluable support in all the areas I aimed to improve and more. He understands my current position as a student and has deep knowledge of what it takes to be a successful business analyst. His insights have been instrumental in helping me make informed career decisions. This program has had a significant impact on my career, helping me secure a summer internship that will further develop my skills in business analytics. I am extremely grateful for this opportunity and highly recommend the program to anyone seeking guidance in their professional journey.” – Dillon C.

“The SetFire Sparks Mentorship Program has been an Incredible resource for me as a student and future professional. Through the program, I’ve had the privilege of working with Steve Westphal., whose guidance has been invaluable. Having access to a mentor with his level of experience has given me unique insights into the finance and business world while also boosting my confidence. He’s helped me plan my class schedule strategically to align with my career goals and has provided advice that has been instrumental in preparing me for internship interviews. I’m incredibly grateful for the support I’ve received through the SetFire Sparks Mentorship Program, and I believe this program could be a game-changer for other students as well.” - Ethan S.



- **Free One-Year Mentorship:** No cost to participate.
- **Valuable Growth Opportunity:** Offers career development benefits as important as an internship.
- **Time Commitment:** Dedicate at least 1 hour per month for 12 months (2-3 hours recommended).
- **Merlin AI Assistant:** Available 24/7, customized to help you make progress on your goals.
- **Apply Now:** Choose a start date that fits your schedule—seniors encouraged to apply and begin right away.
- **First Come, First Served:** *We match students with mentors in the order applications are received.*

Apply at: www.setfire.com/sparks





Let us help you build your future...today!

Please visit our web site for additional information
www.setfire.com

