



RACE & ETHNICITY
EQUITY BOARD

A large, stylized graphic of a prism, composed of two concentric triangles. The outer triangle is blue, and the inner triangle is orange. The word "PRISM" is written in a bold, blue, sans-serif font across the center of the prism. The letters are slightly offset, creating a 3D effect. The background features several curved lines in blue, orange, and pink, and a series of horizontal blue lines on the left side.

PRISM

Public Relations.
Inclusion. Support.
Mentoring.

Race and Ethnicity Equity Board (REEB) Mentoring
Brought to you by **PRCA**

Background

Founded in July 2020, the PRCA Race and Ethnicity Board (REEB) is a Standing Committee of the PRCA that exists to create both immediate and long-term proportional racial equity within the PR and communications industry.

REEB is chaired by strategic communications consultant Barbara Phillips MPRCA. Its purpose is to ensure the PRCA – as well as the broader PR industry – adopts a best practice approach to ethnic and racial inclusion.

Since launching, the group has published best practice guidance on the Ethnicity Pay Gap and run events aimed at encouraging organisations to reset their approach to racial inclusion in the workplace.



PRISM

– Purpose of Programme

Public **R**elations, **I**nclusion, **S**upport, and **M**entoring or **PRISM** – the new PRCA REEB Mentoring Programme – aims to provide support and knowledge that empowers professionals of all ethnicities and backgrounds to succeed in the industry.

The programme is designed to inspire and advocate for change to all generations of PR and communications professionals. The programme partners with diverse networks and communities across the industry to attract a broad range of Black, Asian and ethnically diverse mentors and mentees.

Freely available to PR and communications professionals globally, **PRISM** offers a structured and professional mentoring programme for people in all sectors, across all levels of seniority. Each mentoring partnership **will last for a period of six months**, comprising of six virtual or face-to-face meetings.

Mentors and mentees can decide whether to extend the six-month partnership by agreement.



How will it work?

There will be a simple 3-step recruitment process for mentees and mentors.

MENTORS

1. Answer the “call for participation” to be placed on an ‘interest list’.
2. Attend 90-minute training session to confirm mentoring is for you.
3. Attend kick-off event to meet mentee.

Only applicants who have been through the REEB training can serve as mentors.

MENTEES

1. Answer the “call for participation” to be placed on an ‘interest list’.
2. Complete and submit a Participation Assessment Questionnaire.
3. Attend the kick-off event to meet your mentor (REEB will conduct the matching process).

PRISM Mentors

There are four ways you can mentor within the PRISM Programme:

1. General career mentoring, to support long term career success.
2. Specialist sector mentor, providing education and career planning within your chosen sector.
3. Student mentoring supporting recent graduates and those who are new to the industry.
4. Reverse mentoring for C-Suite and senior leadership practitioners who want to engage with practitioners less experienced.

PRISM Mentor Training

- Mentoring vs coaching vs therapy.
- About the REEB programme – code of conduct, objectives, principles.
- Responsibilities of mentors to mentees.
- The first meeting and managing your mentoring partnership.
- Listening Techniques.
- Setting boundaries.

MENTORS' EXPECTATIONS

You mentor at least **ONE** mentee (more would be helpful if there is demand but we acknowledge time constraints).

You give a minimum of six sessions to each mentee and manage the relationship to that end.

When you commit to a mentee, you fulfil that commitment to the best of your ability as will the mentee.

You use the PRISM/REEB principles as the foundation of your mentoring relationship.

You perform your mentoring duties without expectation of payment, of any kind.

You participate fully and attend all of six sessions.

When you commit to working with a mentor (in whichever way is mutually agreed), you fulfil that commitment to the best of your ability.

You observe the PRISM/REEB objectives and principles as the foundation of your mentoring relationship.

You respect your mentor's time and be mindful their participation is voluntary.

PRISM/REEB Principles

Uphold the credibility and dignity of PRCA and REEB.

Be sensitive to cultural values and beliefs.

Appreciate different cultures express and experience work in ways that may differ from your own.

Respect confidential information at all times, but comply with the law and ensure safety of mentors/mentees.

Not to use confidential information for your own benefit.

Mentor for the benefit of the mentee – no-one else i.e., yourself (mentors).

Not to represent conflicting or competing interests without the agreement of all parties.

Be honest with the mentor/mentee and yourself.



PARTNER WITH US

If you would like to support PRISM there are the following opportunities over 6 or 12 months:

Branded home venue sponsor

Host events at organisation venue with full branding at the event and on event promotion.

Webspace partner

Branding on PRISM web page, with selected digital assets.

Event venue partner

Branding and event host as before at neutral venue.

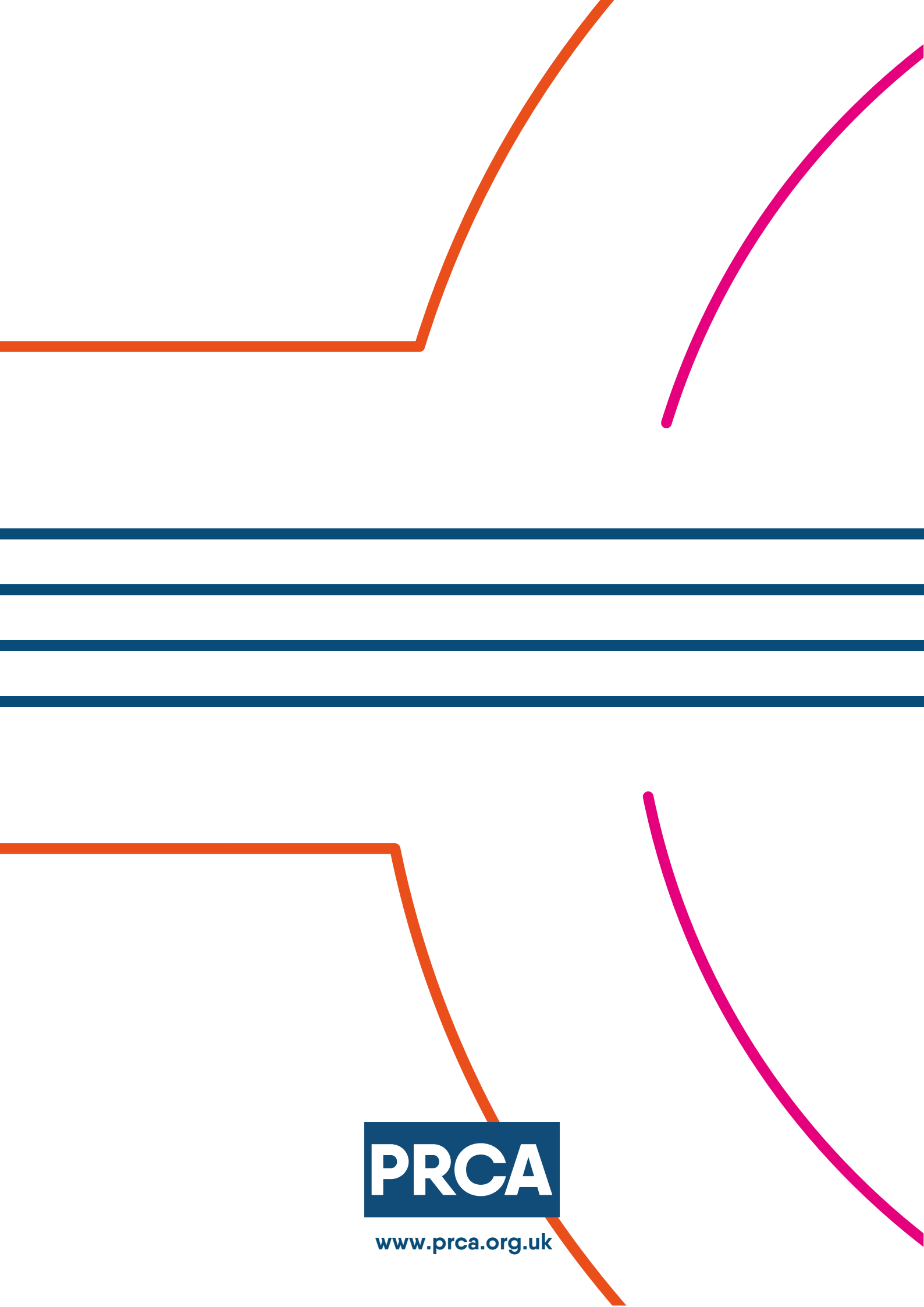
Communications partner

Branding on all communications, marketing, and PR plus active role in events)

100% of all partnership fees will be ringfenced by REEB and reinvested into the industry in line with REEB's founding principles.

For further information, please contact

prism@prca.org.uk



www.prca.org.uk