The Bill and Susan Lhota
Office of Alumni Career Management

Marilyn Bury Rice
Jonathan Wray
Natalie Fike
Career Management

• Programs/Resources
  ▫ Web resources, job board, webinars, programs, career fairs, individual career advising (in-person and remotely).

• Career Changes:
  ▫ Launching
  ▫ Transition
  ▫ Underemployment
  ▫ Unemployment
  ▫ Encore Career

• A Lifelong Process:
  ▫ Assessment
  ▫ Exploration/Research
  ▫ Personal Branding
  ▫ Networking/Job Search
  ▫ Professional Development
Network in the New Year

https://blacksociety.alumni.osu.edu/

Agenda:

• Why network
• Where to network
• How to network
• Myths and best practices
• Alumnifire demonstration
Why Network?

• Gather info about new careers
• Uncover the hidden job market
• Further your professional circle
• Learn of the power of referral
Where to Network

- OSU alumni clubs/societies
- OSUAA virtual networking
- Well known networking groups in your city
- Professional association meetings
- Community volunteerism and social activities
- The OSU Buckeye Network / “Find Alumni” on LinkedIn
How to Network

• Develop your 30 second pitch

• Identify potential contacts
  “warm” contacts - people I know
  “lukewarm” contacts - people open to networking
  “cold” contacts - people I want to get to know

• Identify key organizations and individuals
Myth: Networking is an obligation. At times, it’s bound to feel forced.

- Be selective in events that you attend
- Present yourself as someone who is approachable, professional, appreciative, and generous
- Be prepared to articulate relevant experience and follow-up with contacts
Myth: A high number of connections is a measure of my networking abilities.

- Quality vs. quantity…know what’s important
- Connect thoughtfully online
- When introductions are made, repeat the contact’s name to commit it to memory and be prepared to initiate dialogue
Myth: Networking is for extroverts.

- Create your own events
- Balance schedule with loud and quiet time
- Approach networking authentically, well rested, and at times of day when you feel energy
- Set reasonable goals for the number of contacts to make and maintain
Myth: My network should focus exclusively on my industry.

- Build a horizontal network. Reach those outside your orbit for a fresh perspective.

- Acquaintances (weak ties) are more likely than family or friends (strong ties) to build a bridge to new information and opportunities.

Alumnifire

https://osu.alumnifire.com

• Connect with OSU alumni online for career advice, informational interviews, or shadowing experiences

• Find a mentor or networking contact in your field

• Seek an internship or permanent job through fellow Buckeyes