

Starting a Corporate Alumni Chapter Program Maureen Fisher McLaughlin & Mollie Repetto

Please find a list below of additional resources from the *Establishing Corporate Alumni Chapters* webcast. If you wish to print only certain resources, you may click their respective links to jump directly to them in the packet.

Pre-Webcast Resources

1. [Owls@Work Brochure](#) – Pages 2-3 – a brochure outlining an external outreach program to sell Temple to alumni in a new way
2. [Using LinkedIn to Search for Alumni](#) – Pages 4-6 – step by step instructions on how to conduct a LinkedIn search that will be conducted during the webcast



THE BEST CAREER PERKS IN THE BIZ.

Both on-campus and off. When your company joins forces with Owls@Work, we'll connect them with some of the best speakers, consultants and more for career training and corporate events. Custom-tailored programs fit your company's culture to match the goals of all the alumni in your organization.

MORE WAYS TO KEEP YOUR NETWORK ALIVE.

Bring Temple to your office building with sponsored alumni events at companies across the city. Uncover powerful connections with other Temple alumni - maybe with the CFO or director down the hall. We bet you've never tailgated together in the conference room of your corporate high-rise before.

RAW TALENT FOR YOUR WORKPLACE.

You already know the kind of powerhouse professionals Temple mints every year. You're one of them. And by partnering through Owls@Work, you can influence hiring in your workplace by connecting students and new alums with internships and job opportunities. Because you should always work with people you like.

GET INVOLVED YOUR EXPERTISE // YOUR STYLE OF GIVING

WORK YOUR CONNECTIONS

Directly impact your future alumni network by working with HR to line up internships and job openings for the next generation of Owls. Already in HR? That's even better!

WORK YOUR PASSION.

You love your job almost as much as you love Temple. Come speak on campus about your work, about your company's work, about how you got to where you are today - whatever will inspire current students to engage in a vibrant future.

JUST STRAIGHT-UP DONATE

But not the way you're thinking. Owls@Work gives you special opportunities to fund programs and scholarships that speak directly to you to keep their impact going strong. Better yet, get your workplace involved in corporate gifting - they'll be investing in their own future workforce. How's that for a win-win?

**YOU'RE
PROUD
TO BE
#TEMPLEMADE**

AND YOU'VE GOT A
GREAT NETWORK OF
ALUMNI BEHIND YOU.

OWLS  @WORK

FIND OUT MORE ABOUT MAKING
A LASTING IMPACT, PLEASE CONTACT

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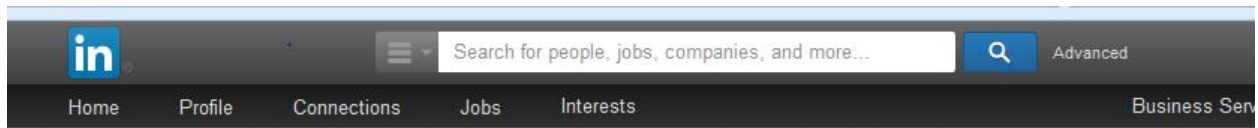


**OWLS
@WORK**

A NEW WAY TO GET INVOLVED,
SHOW SUPPORT & STAY CONNECTED

Using LinkedIn to search for alumni within companies:

1. Click on “**Advanced**” at the top of the search bar on the right



2. Type in your search parameters-for advanced, use the center panel

Example: use **School** name, **Current Company**, **Location**

We used **Temple University**, **Comcast & Comcast Business** in the **Greater Philadelphia Region**

A screenshot of the LinkedIn advanced search filters panel. The panel is divided into several sections: "Keywords", "First Name", "Last Name", "Title", "Company", "School", "Location", "Relationship", "Location", "Current Company", "Industry", "Past Company", "School", "Groups", "Years of Experience", "Function", "Seniority Level", "Interested In", "Company Size", "Fortune", and "When Joined". The "Location" filter is set to "Greater Philadelphia Area". The "Current Company" filter is set to "Comcast" and "Comcast Business". The "School" filter is set to "Temple University". The "Groups" filter is set to "Temple University Young Alumni", "Students for Responsible Business", "Temple University Alumni Group", "Temple Alumni", and "Skills & Support for Nonprofit Executive Dir...". The "When Joined" filter is set to "When Joined".

3. Get results and refine as necessary:

Example: **Brett Perkins, Temple grad, current Board of Trustee member**

The screenshot shows a LinkedIn search interface with 273 results. The search filters are: Greater Philadelphia Area, Current Company: Comcast, Current Company: Comcast Business, and School: Temple University. Three profiles are visible:

- Bret Perkins** (1st): Vice President, External and Government Affairs at Comcast Cable. Education: Temple University - Fox School of Business and Management. 63 shared connections, 500+ similar.
- Charlie Wise** (2nd): Retired, Greater Philadelphia Area - Broadcast Media. 1 shared connection, similar.
- Paul Wood** (2nd): Engineer at Comcast, Greater Philadelphia Area - Information Technology and Services. 1 shared connection, similar.

On the right, there is a sidebar with a search icon and the text "Find the right person faster". Below this, it says "Focus your search with powerful Premium filters like" and lists three checked filters: Seniority level, Job function, and Company size. There is an "Upgrade" button and a "PREMIUM" label.

4. Change parameters: same Current Company

Example: **Relationship- 1st and 2nd connection, Greater Philadelphia area, Temple U and Temple Beasley Law**

The screenshot shows the LinkedIn "Advanced People Search" interface. The filters are:

- Keywords:** (empty)
- First Name:** (empty)
- Last Name:** (empty)
- Title:** (empty)
- Company:** (empty)
- School:** (empty)
- Location:** Anywhere
- Relationship:** 1st Connections, 2nd Connections, Group Members, 3rd + Everyone Else
- Location:** Greater Philadelphia Area
- Current Company:** Comcast, Comcast Business
- Industry:** (empty)
- Past Company:** (empty)
- School:** Temple University, Temple University - James E. Beasley Sch...
- Upgrade to access multiple:** Groups (Temple University Young Alumni, Students for Responsible Business, Temple University Alumni Group, Temple Alumni, Skills & Support for Nonprofit Executive Dir...), Years of Experience, Function, Seniority Level, Interested In, Company Size, Fortune, When Joined

Example results: 98 connections related to me as 2nd connections, from specific school within Temple and Temple University, which means I am **connected to them** as well as to someone who is **connected to them**. You can see parameters at top of page below



The screenshot shows a LinkedIn search interface with the following elements:

- Search Bar:** Contains the text "Search".
- Filters:** A series of filter tags at the top: "2nd Connections", "Greater Philadelphia Area", "Current Company: Comcast", "Current Company: Comcast Business", "School: Temple University", and "School: Temple University - James E. Beasley School of Law". A "Reset" button is located to the right of these filters.
- Results:** A list of search results. The first two are visible:
 - Charlie Wise:** Retired, Greater Philadelphia Area • Broadcast Media. Includes a "Connect" button and a note about "1 shared connection • Similar".
 - Paul Wood:** Engineer at Comcast, Greater Philadelphia Area • Information Technology and Services. Includes a "Connect" button and a note about "1 shared connection • Similar".
- Left Sidebar:** Contains search filters for "All", "People", "Keywords", "First Name", "Last Name", "Title", "Company", and "School".
- Right Sidebar:** Features a section titled "Who's viewed your profile?" with a "Premium" badge and an "Upgrade" button.