

Georgetown University Alumni Career Services



Building An Alumni Career Services Program In Advancement

BRIDGET HOLMES, DIRECTOR, ALUMNI CAREER SERVICES
EMILY WHITE, ASSISTANT DIRECTOR, ALUMNI CAREER SERVICES

Agenda



- Background
- Current Structure & Mission
- Making the Case for Additional Resources
- Planning & Execution
- Portability
- Questions

The Georgetown Context



- **Career Services at Georgetown**



- **Alumni Career Services**

- Falls within the Office of Advancement
- Serves all alumni regardless of class year and degree
- 165,000+ alumni worldwide

Our Mission

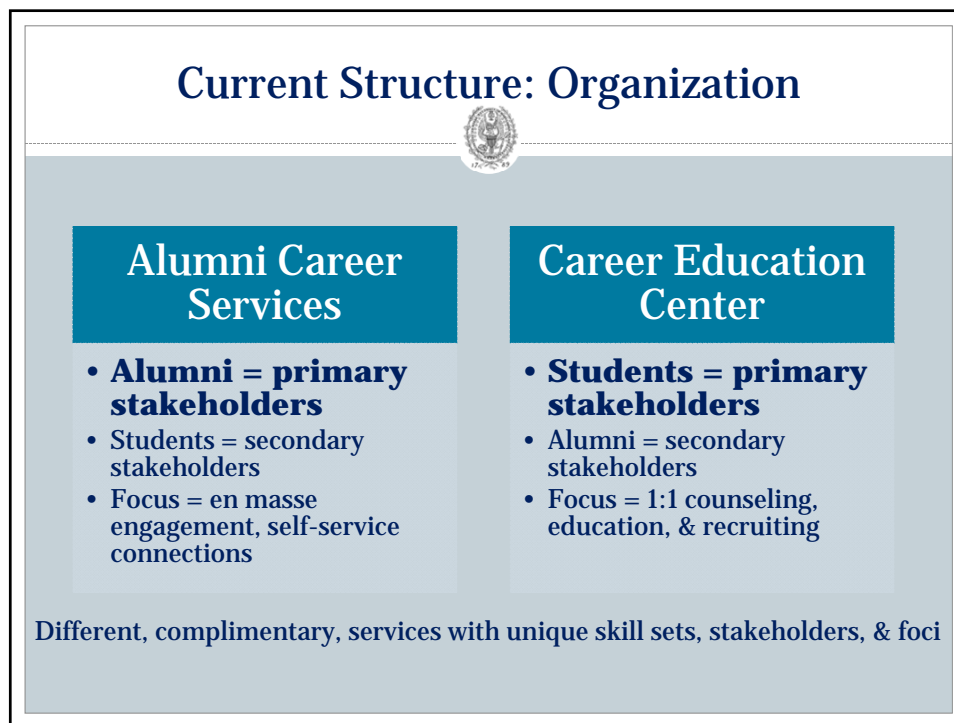
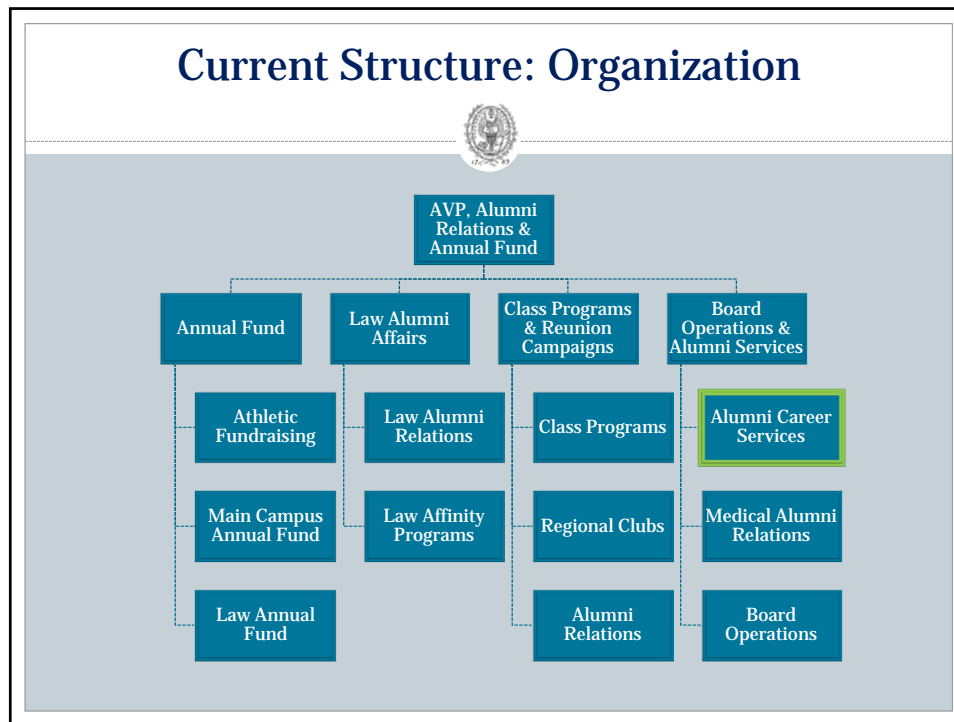


- To provide lifelong career development as well as networking opportunities for all alumni, wherever they are in on their career path. To provide an opportunity & venue for alumni to share their expertise with fellow Hoyas.

Georgetown Alumni Career Services accomplishes this by providing:

- A strong online, worldwide network of alumni
- Career development resources
- Educational forums
- In-person regional networking events

We take a professional development focused approach to career services tackling topics ranging from job search strategy to industry based trends to current events impacting the job market, such as the economic crisis.



Current Structure: Staffing



Director

- Overall strategy & vision
- Regional networking events
- Volunteer management

Assistant Director

- Webinar program
- Student-alumni programs
- Social media initiatives

Work Study

- Data entry
- Survey compilation and analysis
- Marketing
- Event support

Current Structure: Funding



OA

GUAA

Current Structure: Categories of Programs



Online Services

- Online tools and resources accessible 24/7 by alumni
- Social media

High Touch Services & Programs

- Regional networking events
- Resume and cover letter reviews

Webinar Program

- 4-7 webinars/month on a variety of career & professional development topics

Student-Alumni Connections

- Student-alumni networking events and connectivity around career related topics

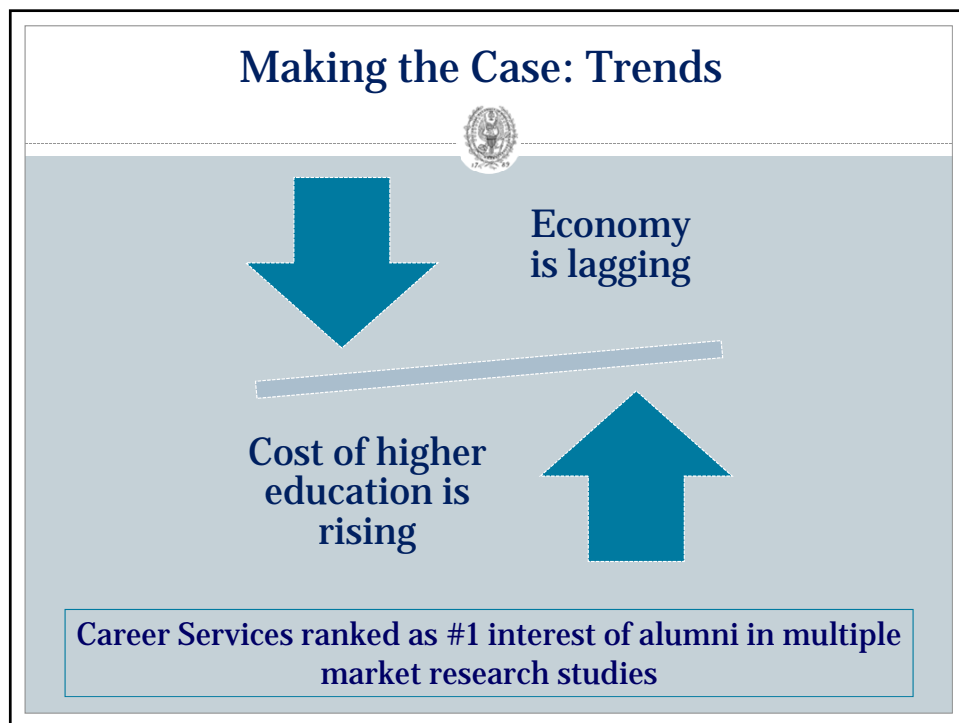
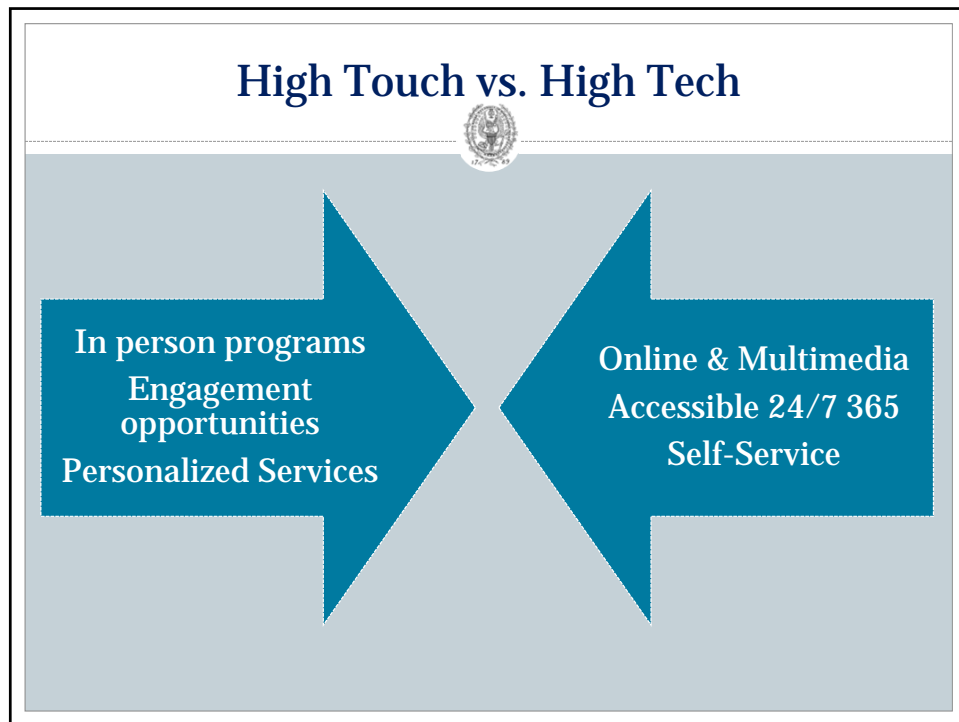
Current Structure: Strategy



Institutional Mission & Priorities

Schools	Career Stages	Industries	Special Interest Groups
<ul style="list-style-type: none"> • College • Foreign Service • Business • Nursing • Medicine • Law • Graduate 	<ul style="list-style-type: none"> • Students • Young Alumni • Mid-Career • Seasoned • Post Retirement 	<ul style="list-style-type: none"> • Technology • Entertainment • Wall Street • Entrepreneurship • Nonprofit 	<ul style="list-style-type: none"> • Alumnae • Veterans • Parents • Students

High Touch vs. High Tech



Making the Case: Trends



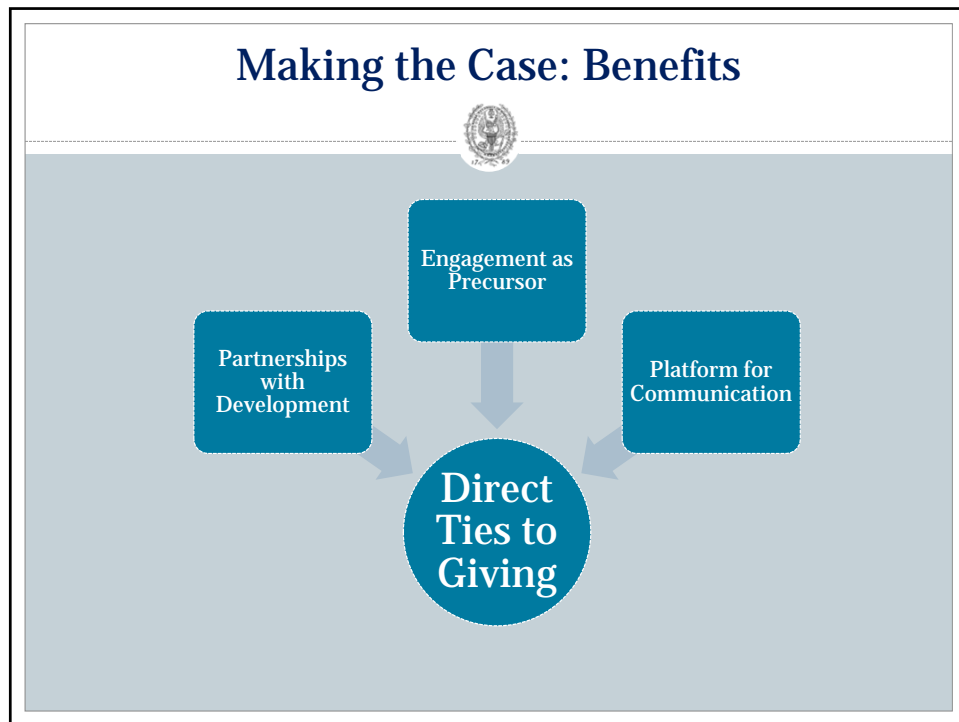
30% of alumni have hired fellow alumni or students

Most credit professional networking/word of mouth as source for finding current job

The value of weak ties

Making the Case: Benefits





Making the Case: Benefits

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graph TD; A[Partnerships with Development] --> D((Direct Ties to Giving)); B[Engagement as Precursor] --> D; C[Platform for Communication] --> D;
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Alumni Career Services + Giving

- Examined representative sample of 2,870 participants in ACS programming in FY10.
- Of those, 1,427 had not made a gift prior to their ACS engagement.
- After their engagement, 212 made a gift, an approximate 15% acquisition rate.

The slide presents data on the acquisition rate of gifts from alumni career services participants. It includes a list of three bullet points detailing the sample size, the number of participants who had not made a gift prior to their engagement, and the number of participants who made a gift after their engagement, resulting in an approximate 15% acquisition rate.

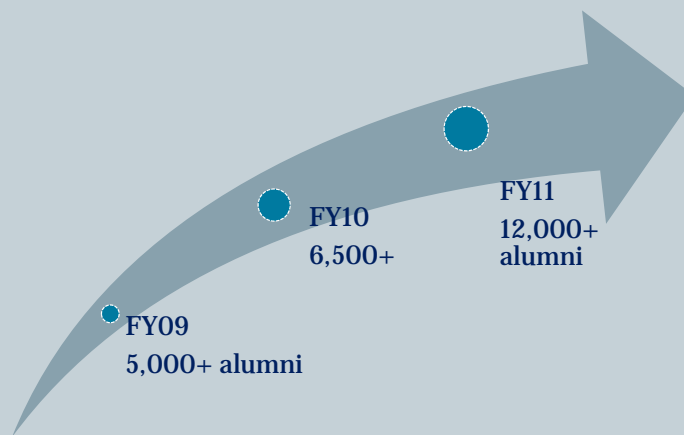
Making the Case: Benefits



Alumni Career Services + Giving

- Average giving for alumni participating in Alumni Career Services from FY05 to FY09 is 25.5% in any given year (compared to approximately 27% average for all alumni), however, if you look at FY10, that number is about 30.1%.
- In FY11, an average of 2 new donors were acquired per webinar.

Program Growth: Sustainable & Scalable





Questions to this point?

Planning & Execution: Getting Started



Low Hanging Fruit: Assess Your Resources

- University strengths
- Career Centers on campus
- Alumni population
- Market research

Tips:

Offerings will vary depending on your institution size, type, & location as well as where it is housed in the University organization.

Compile resources offered by career centers to alumni in one location.

Alumni career coaches are a quick and easy way to supplement a small staff.

Planning & Execution: Getting Started



Create a Virtual Career Center

- Compile resources in once location
- Utilize vendors as supplemental resources
- Create a Job Search Guide & Web Resource List
- Utilize social media

Tips:

Vendors such as Interview Stream, Career Search, Going Global, Vault, Jibber Jobber, etc.

Maximize resources by sharing costs and contracts with other centers.

Do a call for alumni career coaches to list on your site.

Planning & Execution: Getting Started



[Home](#) > Alumni Career Services

ALUMNI CAREER SERVICES



Alumni Career Services' mission is to provide lifelong career development as well as networking opportunities for our alumni, wherever they are on their career path.

For more information, visit our [FAQ page](#) or contact us at acs@georgetown.edu.

To use secure services (🔒), you must be a registered member of Georgetown Alumni Online. Register now or log in.

🔑 Getting Started on a Job Search

- 📖 Job Search Guide
- 🔍 Career Search

Search this database of more than 3.5 million companies.

- 🌐 Going Global

Browse international career guides, job postings, and internship

👤 Networking Opportunities

- 🔍 Search the Alumni Career Network
- 👤 Join the Alumni Career Network
- 💡 Informational Interviewing Tips
- 👤 Professional Networking
- 👤 Entrepreneurial Alumni Directory

📄 Resume and Interview Services

- 📄 Virtual Resume and Cover Letter Reviews
- 👤 Interview Services

🎓 Preparing for Graduate School

- 📖 Graduate School Admissions Guide
- 🔗 Graduate School Links

Alumni Career Services

- 📖 Job Search Guide
- 👤 Alumni Career Network
- 👤 Professional Networking
- 📄 Resume and Interview Services
- 👤 Resources for Employers
- 📺 Webinars and Events
- 👤 Career Spotlights

Webinars & Events

Act Like You Mean Business
Tuesday, March 20, 2012, 12:30 – 1:30pm
Online webinar

Break Through the Glass Ceiling: Communication Strategies for Women in the Workplace
Thursday, March 22, 2012, 12:30 – 1:30pm
Online webinar

How to Make Ideas Happen
Thursday, March 29, 2012, 12:30 – 1:30pm

Planning & Execution: Getting Started



[Home](#) > [Alumni Career Services](#) > Job Search Guide

Job Search Guide

This guide has been compiled for your convenience from a variety of online and print resources. It is intended to serve as a compendium of best practices but, due to constant changes in industry and communication practices, does not claim to be comprehensive.

In addition to this guide, Alumni Career Services offers resume and cover letter review services. Please visit the [Resume and Interview Services](#) section for more information. If you have job searching expertise that you are willing to share with Georgetown alumni, please consider hosting a [Webinar](#). For more details, please [contact us](#).

- [Resumes](#)
- [Curricula Vitae \(CV\)](#)
- [Cover Letters](#)
- [Interviews](#)
- [Offers & Salary Negotiations](#)
- [Networking](#)
- [Miscellaneous](#)

Planning & Execution: Getting Started



Web Resources: An Overview of Online Career Resources

Georgetown University Resources | General Job Searches - *Nationwide - Regional* | Corporate Social Responsibility | Education | Government Affairs/Lobbying | Government - *General - Legislative - Judicial - State/Local* | Health/Medical/Nursing | Information Technology | International | Journalism/Publishing | Legal Services | Nonprofit | Policy - *Health Policy - Child and Family Policy - Environmental Policy - Gay, Lesbian, Bisexual or Transgender Policy* | Sales/Marketing/Public Relations | General Company Information | Executive Job Searches | Fellowships | Volunteering | Salary Information | Staffing Services | Professional Associations | Disability Issues | Graduate School

Below is a list of online resources to help you in your career search. Web sites listed are not maintained by Georgetown University but are provided as a convenience to you.

Bolded items are noted as staff picks

Georgetown University Resources

Georgetown Alumni Online – Online university-wide alumni community (login with Netid and password)
<http://alumni.georgetown.edu>

Georgetown Alumni Career Services (including the Alumni Career Network)
<http://alumni.georgetown.edu/careerservices>


Georgetown Public Policy Institute Alumni Resources
<http://gppi.georgetown.edu/audience/alumni/>

Georgetown MBA Career Services
http://msb.georgetown.edu/alumni/mba/career_services/

Career Education Center/Hoya Career Connection
<http://careerweb.georgetown.edu>

Georgetown Entertainment & Media Alliance (GEMA) – GEMA's goal is to connect members of the Georgetown community involved in the entertainment and media industries worldwide
<http://www.gema-hoyas.org/>

Planning & Execution: Getting Started



News & Events	Career Services	Schools & Programs	Classes, Clubs & Groups	Alumni Association	Benefits & Resources	Georgetown Giving
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[Home](#) > [Alumni Career Services](#) > Resume and Interview Services

Virtual Resume & Cover Letter Review

Alumni Career Services offers this unique service that allows alumni to submit a resume to an experienced career professional for a thorough examination, followed by an individualized critique. [Find out how it works and read the submission guidelines.](#)

Interview Services


InterviewStream: Hone Your Interview Skills

Alumni Career Services has partnered with InterviewStream to enable alumni to practice interviewing in the comfort of their own home. InterviewStream is an online video-based practice interviewing system. [Hone your interview skills now with InterviewStream.](#)

Informational Interviewing Tips

"Informational interviewing," in the lingo of career professionals, is the process by which you get an insider's perspective on the nature of a profession, gather job-hunting strategies or learn about an industry or organization. [Alumni Career Services provides tips for successful informational interviews.](#)

Planning & Execution: Getting Started



Gather Additional Support & Funding

- Do benchmarking & market research
- Create a plan
- Get buy in from key stake holders
- Pitch to Alumni Association or other potential funding bodies

Tips:
It's okay to start small... Proving ROI may lead to additional funding in the future.

Look at the Alumni Career Services Network.

Planning & Execution: Getting Started



Market Research

- Gathering market research already collected at your institution
- Doing your own market research specific to alumni career services

Benchmarking

- Penn State University
- Lehigh University
- Brown University
- Stanford University
- George Washington University

Looking at various models for Alumni Career Services while keeping in mind the unique needs of your institution and alumni population.

Planning & Execution: Getting Started



Create a Sustainable & Strategic Program Portfolio

- Industry focused networking events
- Soft webinar launch
- Infuse career into signature events
- Partner with regional clubs
- Resume reviews

Tips:

Maximize events and programs through partnerships.

Look at the Alumni Career Services Network.

Planning & Execution: Getting Started



Grow Your Program

- Increase events
- Volunteer integration
- New program launches
- Increase funding
- Increase staffing

Tips:

Continually build your case through metrics and measurement of impact.

Be creative in terms of staffing: student workers, consultants, term positions.

Planning & Execution: Campus Partners



Partnerships Across Campus

- Career Centers
- Development Colleagues
- Alumni Relations Colleagues: Class & Club
- Student Groups
- Campus Initiatives & Centers
- Academic Units

Planning & Execution: Engagement



**Volunteer opportunities:
Advocates, Ambassadors, Advisors**

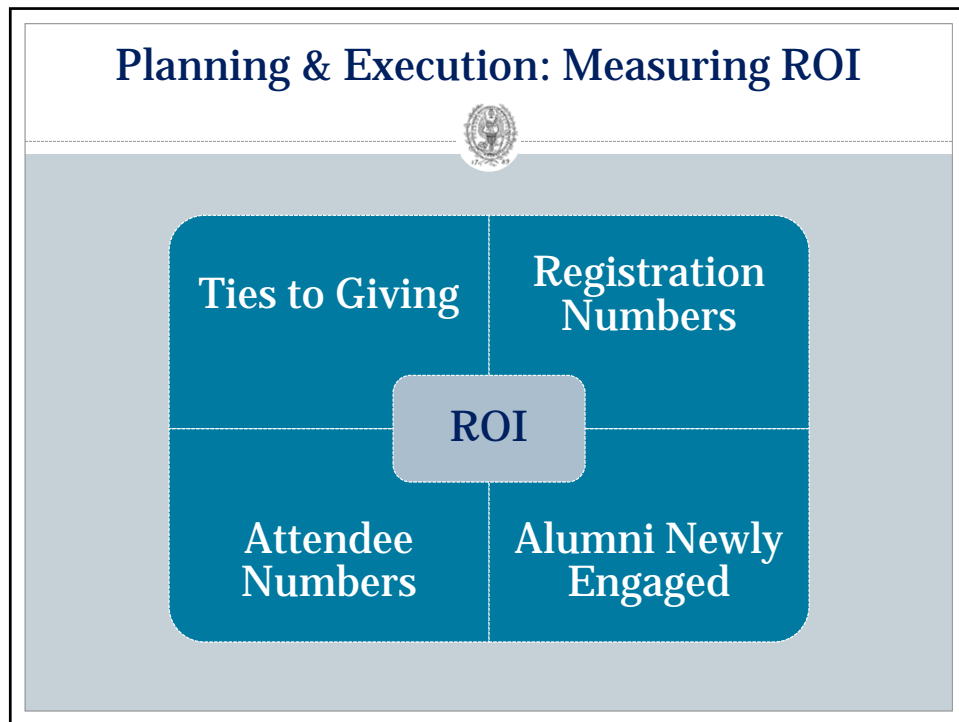


Planning & Execution: Engagement



Engaging High Potential Alumni

- Collaboration with Development Officers to identify prospects that have interest towards career volunteer opportunities
- Develop and execute (together!) plan of action to engage prospects through meaningful volunteer opportunities that maximize their time spent
 - ✦ Webinar presenter
 - ✦ Keynote speaker on panel
 - ✦ Student and alumni networking event attendee
 - ✦ Mock interviewer



Planning & Execution: Measuring ROI

The diagram illustrates the components of ROI measurement. It features a central light blue box labeled "ROI" surrounded by four dark blue boxes, each containing a metric. The metrics are arranged in a 2x2 grid: "Ties to Giving" (top-left), "Registration Numbers" (top-right), "Attendee Numbers" (bottom-left), and "Alumni Newly Engaged" (bottom-right). A small circular seal is positioned above the central "ROI" box.

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Planning & Execution: Measuring ROI



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Planning & Execution: Measuring ROI



Other Measures of ROI & Success

- Satisfaction surveys
- Young alumni engaged
- Students engaged
- Cost per person engaged

Portability: Strategic & Sustainable



Maximizing & Leveraging Resources

- Starting small, building bigger
- Utilizing alumni expertise
- Creating en masse events for maximum impact
- Focusing on key constituencies, themes, and University mission

Portability: Strategic & Sustainable



Maximizing & Leveraging Resources

- Maximizing partnerships
- Systematizing processes, protocols, procedures
- Utilizing free or cost effective resources



Final Questions?

Bridget Holmes

Director, Alumni Career Services

bab56@georgetown.edu; (202)687-2865

Emily White

Assistant Director, Alumni Career Services

ehw25@georgetown.edu; (202)687-5666

WEBCAST CD RECORDING

Reduced Price for Live Session Attendees

ORDER FORM

Yes! I want to reserve my copy of the **Building an Alumni Career Services Program in Advancement** webcast recording at a special discounted price of only \$175. *This price is for webcast attendees only.*

☐ Session One _____ \$175.00 USD

CONTACT INFORMATION

Name _____ Job Title _____

Institution/Organization _____

Address _____

City _____ State/Province _____ Zip/Postal Code _____ Country _____

Phone _____ Fax _____ Email _____

To help us serve you better, please supply all the requested information.

(Additional contact information for order confirmation/receipt/invoice)

Additional Contact Name _____ Additional Contact Phone _____

Additional Contact Title _____ Additional Contact Email _____

PAYMENT METHOD

We accept Visa, MC, and AmEx credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237.

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