Building Your Brandeis Alumni Network

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Alexandra Stephens, astephens@brandeis.edu
associate director, alumni career programs & engagement
About the Presenter

Alexandra (Anweiler) Stephens
Mission-driven marketer | LinkedIn coach | ACSN board member | Connecting the Brandeis community for career success
Greater Boston Area | Public Relations and Communications

Current
Brandeis University, Alumni Career Services Network (ACSN), Independent LinkedIn Coaching

Previous
Brandeis University, Rosie's Place, Tutors for All

Education
Northeastern University

Recommendations
11 people have recommended Alexandra Stephens
What We’ll Cover

● Why Build Your Network (even before you’re job searching)
● Online Resources to Find Brandeis Alumni
  ○ Facebook - groups
  ○ LinkedIn - alumni dashboard, advanced search, groups
  ○ B Connect - Brandeis alumni directory
● Outreach Tips & Tactics
  ○ Sample outreach messages
● Q&A
Poll Question:

Why are you looking to build your network?
Wait... Facebook can be used for networking?
Join for: Alumni events, housing leads, relocation advice, industry advice, making friends/networking connections, job postings, and more!

Regional

- Brandeis University Alumni Club of Greater Boston
- Brandeis University Alumni Club of Chicago
- Brandeis University Alumni Club of Long Island
- Brandeis University Alumni Club of New York City
- Brandeis University Alumni Club of Northern New Jersey
- Brandeis University Alumni Club of Southern California
- Brandeis University Alumni of Color
- Brandeis Alumni in South Florida
- Brandeis Alumni in Film and Television
- Brandeis Alumni of Color
- Brandeis Alumni of Washington, DC Alumni Association

International

- Brandeis University Alumni Club of Great Britain
- Brandeis University Alumni Club of Israel
- Brandeis Alumni of Color
- Brandeis Alumni of Israel
- Brandeis Alumni of Southern California
- Brandeis Alumni of the United Kingdom
- Brandeis Alumni in South Florida
- Brandeis Alumni in Washington, DC Alumni Association
- Brandeis Alumni of the United Kingdom
- Brandeis Alumni of Washington, DC Alumni Association
- Wien International Scholars
Yeah, I’m on LinkedIn...
Poll Question:

Which of the following describe how you use LinkedIn?
Using Alumni Career Insights on LinkedIn

How to get there: Brandeis University page > See alumni or linkedin.com/alumni

Use for: Easy-to-use browsing and filtering of Brandeis alumni by class year, geography, companies, industries, majors and skills
Using Advanced Search on LinkedIn

Filter people by
- Connections
  - 1st
  - 2nd
  - 3rd+
- Keywords
- Connections of
- Locations
- Current companies
- Past companies
- Industries
- Profile language
- Nonprofit interests
- Schools

Keywords
- First name
- Last name
- Title
- Company
- School

Schools
- Branded University
- The Heller School for Social Policy and Management at Branded University
- Branded International Business School
- Branded University - Graduate Professional Studies
Brandeis Groups on LinkedIn

Join for: Company/function/industry advice/expertise, making networking connections, job postings, ability to send a message, and more!

General

Brandeis University Career Connections
- Open to full Brandeis community

Brandeis University Alumni Networking Group
- Open only to Brandeis alumni

Graduate Schools

Brandeis Graduate School of Arts & Sciences
Brandeis University Graduate Professional Studies (GPS)
The Heller School for Social Policy & Management at Brandeis University

Shared Interests

Brandeis University Athletes- Past and Present
Brandeis University Alumni in Finance
Brandeis University Alumni Lawyers
Brandeis' Myra Kraft TYP Students & Alumni
Brandeis Sciences
Brandeis University Waltham Group Alumni
Brandeis University Wien International Scholars & Wien Alumni (official)

Brandeis University Career Connections
Unlisted • 4,837 members
I wish Brandeis had an alumni directory...
Brandeis Alumni Directory in

How to log in (alumni-only): alumni.brandeis.edu > UNet ID/password > Directory

Use to: Filter alumni directory by numerous search terms, get personal and business contact information for individual alumni, and update your info
But what do I say...
Poll Question:

How confident are you in your approach to reaching out to new contacts?
Outreach Tips & Tactics

● Start with who you know
  ○ Family, friends, current/former classmates, teachers/professors, supervisors/coworkers, etc.

● Remember, Brandeis alumni generally want to help you!
  ○ You just need to position yourself for success.

● It’s a 2-way street (be selective)
  ○ Your network is a reflection on your professional brand

● ALWAYS add a note to personalize the invitation (be specific)

● Send a message (via groups)

● Get introduction from mutual connection
  ○ Expect that your email will be forwarded

● Follow up, say thank you, stay connected

LinkedIn Premium
What to Say (and What NOT to Say)

- **Be specific**
  - Why them? Show you’ve done your HW.

- **Get to the point**
  - What is your ask?

- **Reference your common ground**
  - e.g. Mutual connection, Brandeis, major, company, etc.

- **Ask for advice/expertise/time - not directly for a job/internship**
  - Do not include your resume unless asked

- **Use flattery**

- **Show flexibility/gratitude**
Hi Debra, I came across your profile in the Brandeis Career Connections group. I'm a Brandeis math major considering a career in finance. I'd love to learn more about your experience at Citigroup and moving to NYC after graduation. Might you have 15mins to speak with me? Thank you in advance! -Alexandra
“Would you introduce me?” email or message

Hi Caitlin, Hope you are doing well! Are you still enjoying marketing at Reebok? I’m writing because I saw that you are connected to John Smith on LinkedIn. I’d love to chat with him about his work in corporate social responsibility at the Reebok Foundation. I’m currently exploring mission-driven opportunities outside of higher education and want to speak with others about their experiences before making the move myself. Would you be willing to introduce us? Thank you so much for your consideration and hope to talk to you soon! - Alexandra
**Sample Outreach Message**

Email or message to LinkedIn connection/fellow group member (unlimited):

Hi John, I came across your profile on LinkedIn because of your corporate social responsibility work at Reebok and because we both went to Brandeis (I’m class of 2008). I’m exploring mission-driven opportunities outside of higher education and CSR roles are of particular interest to me. Would you be willing to speak with me briefly about your community engagement experience at the Reebok Foundation? It sounds really interesting, and your insights would be very helpful as I consider my next steps. Thank you for your consideration, and I hope to hear back from you! - Alexandra
You have your **why**.
You have your **how**.
You have your **what**.

Now start building your Brandeis network!

Questions?
Next Steps

- Fill out our satisfaction survey to let us know how we did
- Register for our next webinar:
  - Why Personal Branding Matters, Wednesday, Feb. 28, noon ET
- Join Brandeis University Career Connections: bit.ly/BrandeisLinkedIn
- Make an appointment: 781-736-3618 (Brandeis undergrad students/alumni)

Contact me! Alexandra Stephens
Associate Director, Alumni Career Programs & Engagement
astephens@brandeis.edu | 781-736-3623
www.brandeis.edu/hiatt | alumni.brandeis.edu/careers