Career Development Chair Guide

University of Dayton Alumni Association

This guide is designed to assist Career Development Chairs in understanding their role within the Alumni Community and Community Leadership Team.

2015-2016

Career Development Chair

Position Purpose

Work to provide meaningful, lifelong opportunities for alumni to engage and connect with one another through career development opportunities.

Key Responsibilities

- Plan at least one career development opportunity during each fiscal year (July 1–June 30).
- Work with the Communication Chair to make sure that the career development opportunity is advertised on social media and through community email.
- Use peer-to-peer outreach to increase alumni participation.
- Work with the Community Leader and the leadership team to make sure that career development opportunities engage all life segments or are targeted to a certain group.
- Be an active participant on the leadership team and within your alumni community through attendance at leadership team meetings.
- Keep all chairs informed of events and try to attend as many other events taking place in the community as possible.

Term

Your position is part of the alumni community's leadership team and will be supported by other team members and the Alumni Relations staff. You will:

- Serve a one-year term with an option for renewal pending the yearly discussion with the Community Leader and Alumni Relations staff to evaluate the previous year's strengths, areas for growth and goals for the upcoming year
- Help recruit and fill the position when the term expires or you transition out of the role, ideally stewarding one of the committee members into the role.

Summary of Tasks

As the Career Development Chair, you are responsible for the facilitation and execution of at least one career development opportunity per fiscal year (July 1– June 30) for the community. Work with the Community Leader to make sure that the career development opportunities are catered to all life segments or specifically targeted to a certain group. You are also encouraged to recruit a committee to help with the planning of events.

Career development opportunities are not limited to networking events—it is up to you to decide what type of opportunity will work best in your community. Work with your committee to advertise these events through peer-to-peer outreach. Work directly with the Communications Chair to promote and advertise events through social media.

Communicating with Your Community

Email
Emails can be sent to the entire alumni community once per month. These are important communications that reach a large audience. It is your responsibility to submit event information needed for emails on upcoming career development events. Make sure the Community Leader and Communication Chair are informed of any event submission forms you have submitted. All event information and email content is due to Alumni Relations by noon on Friday (at the latest) the week before it is scheduled to be sent. Emails are sent on Wednesdays but cannot be sent the same week *UD Quickly* is shared; a list of approved dates will be shared monthly by Alumni Relations.

Social Media
Work with the Communication Chair to promote events through social media. Inform the Communication Chair of detailed information to be shared on the community's Facebook page or other social media avenues. Following events, please share photos and stories with the Communication Chair and Alumni Relations. When appropriate, these will be posted on the social media accounts.

Peer-to-Peer Outreach
Work with the leadership team, volunteers, friends and the Alumni Relations staff to promote events through word of mouth and personal outreach. Reach out to different segmented groups, which may include past attendees, current volunteers or alumni in a specific life stage or age range.

Programming Ideas

There are many different options for a successful career development event. Here are some suggestions:

- **Speed Networking**: Individuals are put into small groups at different tables, and the groups have ten minutes to discuss what they hope to get out of the event and build connections. After ten minutes, the tables switch and another session starts. Run two to three sessions, allowing individuals to make as many new connections as possible.
- **Informal Networking**: Individuals register online through Alumni Relations, providing job title, company, industry and LinkedIn profile. At the event, all of this information is on the individual's nametag and in a provided contact list. Then, individuals use the event to network amongst themselves.
- **Speaker**: At a venue of choice, a successful alumni business owner speaks to the alumni group about studies while at UD, career track, challenges and successes, and company profile (speaker topics can be varied).
- **Educational Classes**: At a venue of choice, a financial planner speaks to an alumni group about planning for the future with a retirement plan or to young alums about completing your taxes for the first time. Career Services could host a session on how to improve your LinkedIn profile.

Planning & Execution

Recruit volunteers to help plan the event if needed. Allow for plenty of planning and advertising time. Continually communicate with your Engagement Officer and ensure the University receives attendance lists, changes in leadership updates, meeting minutes, etc.

See the *Event Planning Guide for Alumni Community Programming* for detailed instructions on planning, but keep in mind the following tips, specific to career-development events:

- Career development opportunities are not limited to a certain time of the year. Early fall and late spring tend to be good times in the community, but it is up to you to pick the time.
- What are your resources? The Department of Career Services at the University of Dayton is a great place to start to look for help and resources when beginning to plan a career development event.

Focusing on Life Stages

Your alumni community contains alumni of various ages, which also means they are at different stages of life. Some communication channels and event types may appeal more to certain ages than others. Consider all the ages in your alumni community when planning events. An event can be planned for a specific life stage, but please try not to exclude a life stage completely.

Alumni Relations organizes alumni into the following life stages:

Life Stages

Young Alumni: 1–10 years after graduation (22–32 years old), which includes recent grads (1–4 years after graduation, 22–26 years old)

Second Decade: 33–45 years old

Established Alums: 46–64 years old

Legacy Alums: 65+ years old

Ask Alumni Relations staff for a list of basic demographics and ages in your community. For more guidance on how to engage various life stages, contact Alumni Relations staff.

Career Services

Career Services offers a wide range of benefits for alumni at no cost. You should know these services and be able to speak to them. Services available include:

- help with writing a resume or cover letter
- interview assistance
- help with a job search strategy
- how to network
- the Hire a Flyer Network, which connects alumni who are hiring with fellow alumni seeking jobs

In addition, Career Services can help you with planning a networking event or hosting a learning opportunity, such as "how to improve your LinkedIn profile." Jason Eckert is the Director of Career Services. The Career Services website is https://www.udayton.edu/careerservices/alumni/index.php.

Resources

Your leadership team will help you stay up to date on what is happening in your alumni community. The Community Leader and Alumni Relations staff are also great resources for learning about University initiatives, requesting contact lists for your local alumni and inquiring about suggestions for upcoming events.

In addition, the following alumni community volunteer resources (and other valuable resources) are located at your.udayton.edu/communityresources:

- **Alumni Community Handbook:** This handbook includes valuable information regarding alumni communities, budgeting, policies and additional resources.
- **Chair Guides:** Each chair has a guide specific to his/her role. These guides, including the one you're reading, can be found online.
- **Event Submission Form:** This form will be used by event chairs to submit details on upcoming events. It is what the Alumni Relations staff will use to guide your alumni community email content.
- **Notable Dates:** This list of important University dates, including holidays and office closings, should be reviewed before scheduling an event.
- **Event Planning Guide for Alumni Community Programming:** This guide will help you plan and execute a community event from start to finish. Don't forget to check this guide early and often!