

Leveraging Alumni Networks

This playbook outlines the steps required to effectively connect with and utilize a university's alumni network to find and secure career opportunities. It provides guidance on initiating contact, engaging with alumni, and maintaining those relationships for career advancement.

Step 1: **Research**

Begin by researching your university's alumni network. Locate the alumni association website and any linked social media groups. Identify alumni who work in your field of interest.

Step 2: **Join**

Join your university's alumni association if membership is not automatic. Participate in any relevant social media groups on platforms like LinkedIn or Facebook.

Step 3: **Network**

Start networking by attending alumni events, webinars, and meet-ups. Engage with members by asking thoughtful questions and offering insights when appropriate.

Step 4: **Connect**

Reach out to individual alumni through email or social media platforms. Craft personalized messages expressing genuine interest in their career path and seeking advice.

Step 5: **Follow Up**

After initial contact, follow up to maintain communication. Respect their time, and express gratitude for any guidance or assistance they provide.

Step 6: **Volunteer**

Volunteer to assist with alumni association events and initiatives. This can increase your visibility in the network and lead to more personal connections.

Step 7: **Collaborate**

Seek ways to collaborate on projects, writings, or research. Contributing to shared objectives can strengthen your relationships with alumni and highlight your skills.

Step 8: **Stay Active**

Remain active within the alumni community. Consistently participate in discussions and events to keep your presence known and broaden your network.

Step 9: **Update**

Keep your network informed of your career progression and achievements. Sharing your successes can lead to new opportunities and allows alumni to assist you more effectively.

General Notes

Etiquette

Always maintain professionalism and courtesy when interacting with alumni. Remember, they are under no obligation to help you, so respectful communication is paramount.

Alumni Database

Some universities have an alumni database. If available, use it to find contact details and career information about alumni in fields relevant to your interests.

Mentorship

Consider seeking out a mentorship arrangement with an alum in your field. This can provide in-depth guidance and a stronger one-on-one connection for career development.