



Webinar for VISTA

Welcome to Networking in Your Community

To join the audio portion, please dial:

1-877-297-9359

Passcode: 89426794

Corporation for
**NATIONAL &
COMMUNITY
SERVICE** 



**CAMPAIGN
CONSULTATION
INCORPORATED**

Today's Team



Denise Riebman
Director, Career
Development and Alumni
Services, Trachtenberg
School, George
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Project Specialist
Campaign Consultation, Inc



Shannon McGarry
Project Specialist
Campaign Consultation, Inc.



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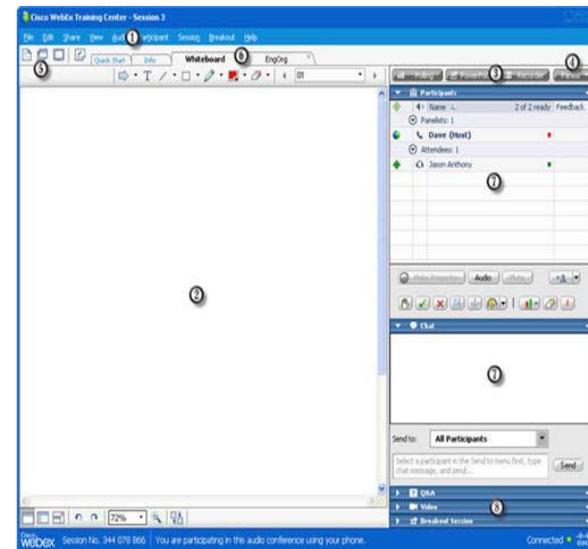
Tips for using WebEx (this virtual workshop tool)

1. If you lose your internet connection, go back to your email and reconnect using the link that was emailed to you. If you lose your phone connection, re-dial the phone number and re-join.

2. Your voice will be muted but we will open the line for questions.

3. Please use the CHAT section to the right for questions related to the content of this webinar.

Networking in Your Community
Conference Call: 1.877.297.9359
Passcode: 89426794



Plan your professional development



Andy King
Training Specialist
AmeriCorps VISTA

Today's Agenda

- Welcome and Introductions
- What Networking **ISN'T**
- What Building a Network **IS**
- Know **YOURSELF**
- Know **WHO & WHAT** is happening
- **SHARE & LEVERAGE** what and who you know
- Building & Managing your Network for **SUCCESS**
- Networking on the VISTA Campus
- Next Steps and Evaluation



I can't stand these events but everyone says I should network to find a job!

She's boring but might have a job lead!

NEED A JOB! NOW!!!

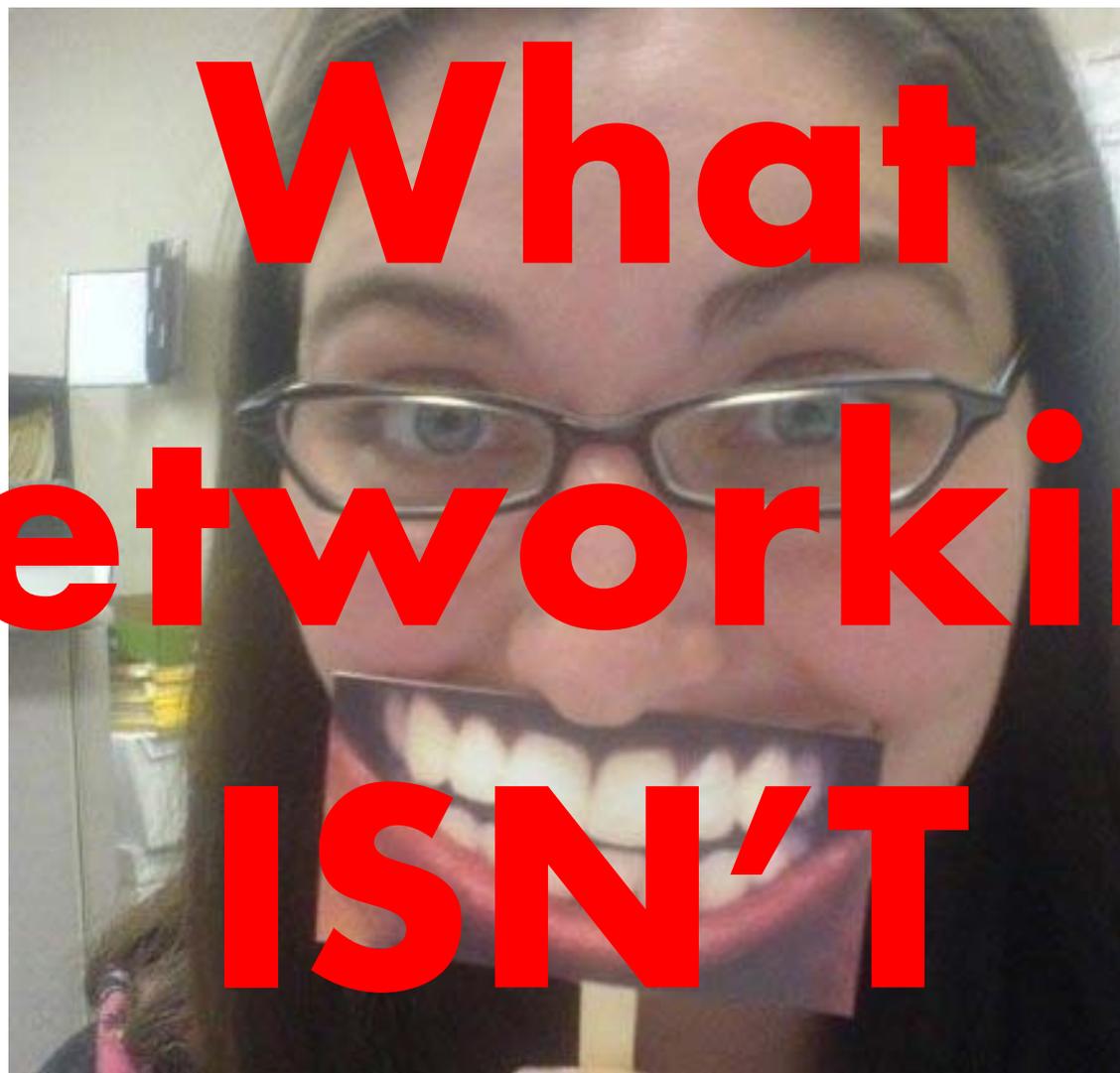
What Networking ISN'T

If I give him my card, he better help me find a job!

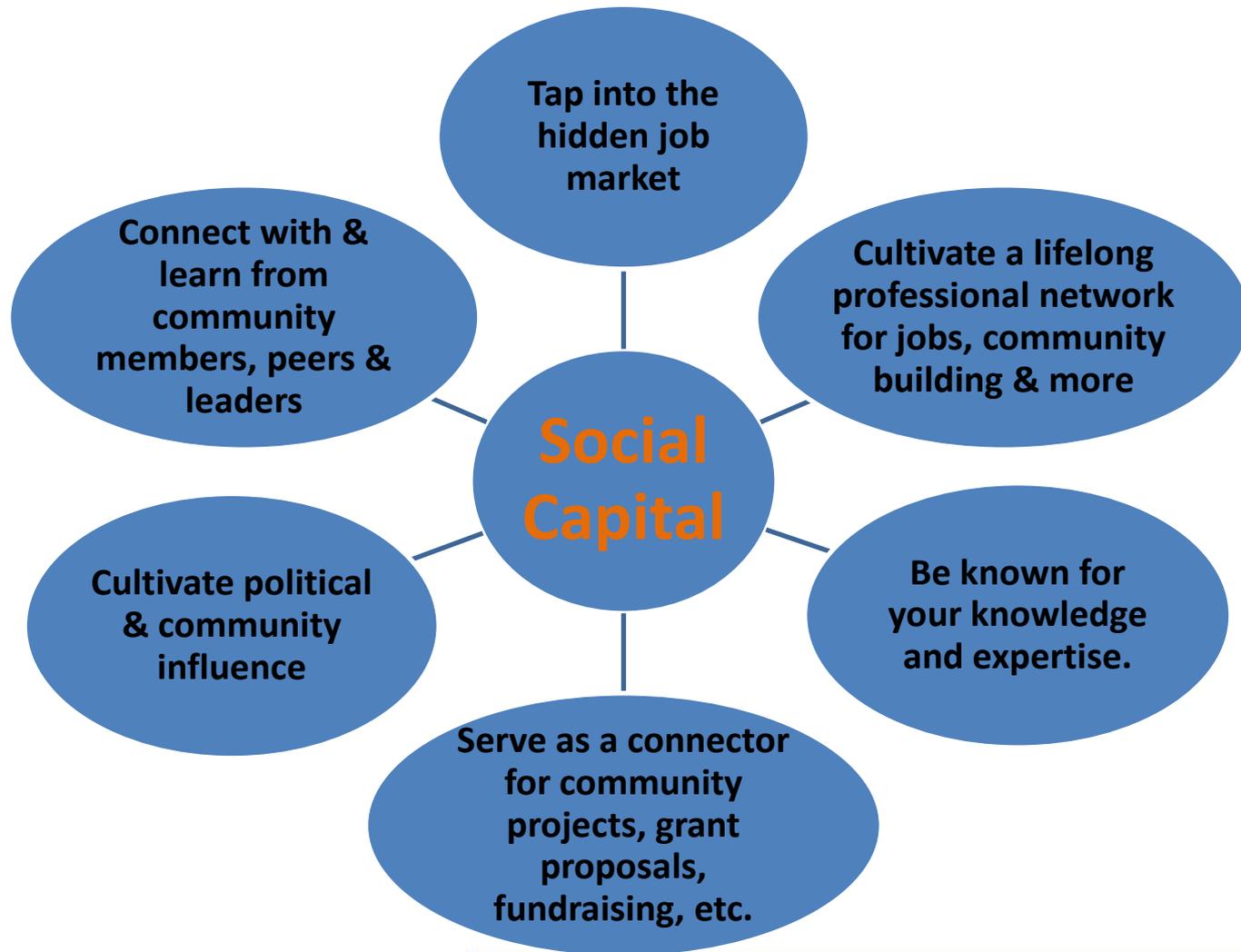




What Networking ISN'T



What Building a Network IS



What Building YOUR Network IS



Know **YOURSELF**



Know **YOURSELF**

"ELEVATOR PITCH"



Know **YOURSELF**



STRENGTHS

**EDUCATION &
EXPERIENCE**

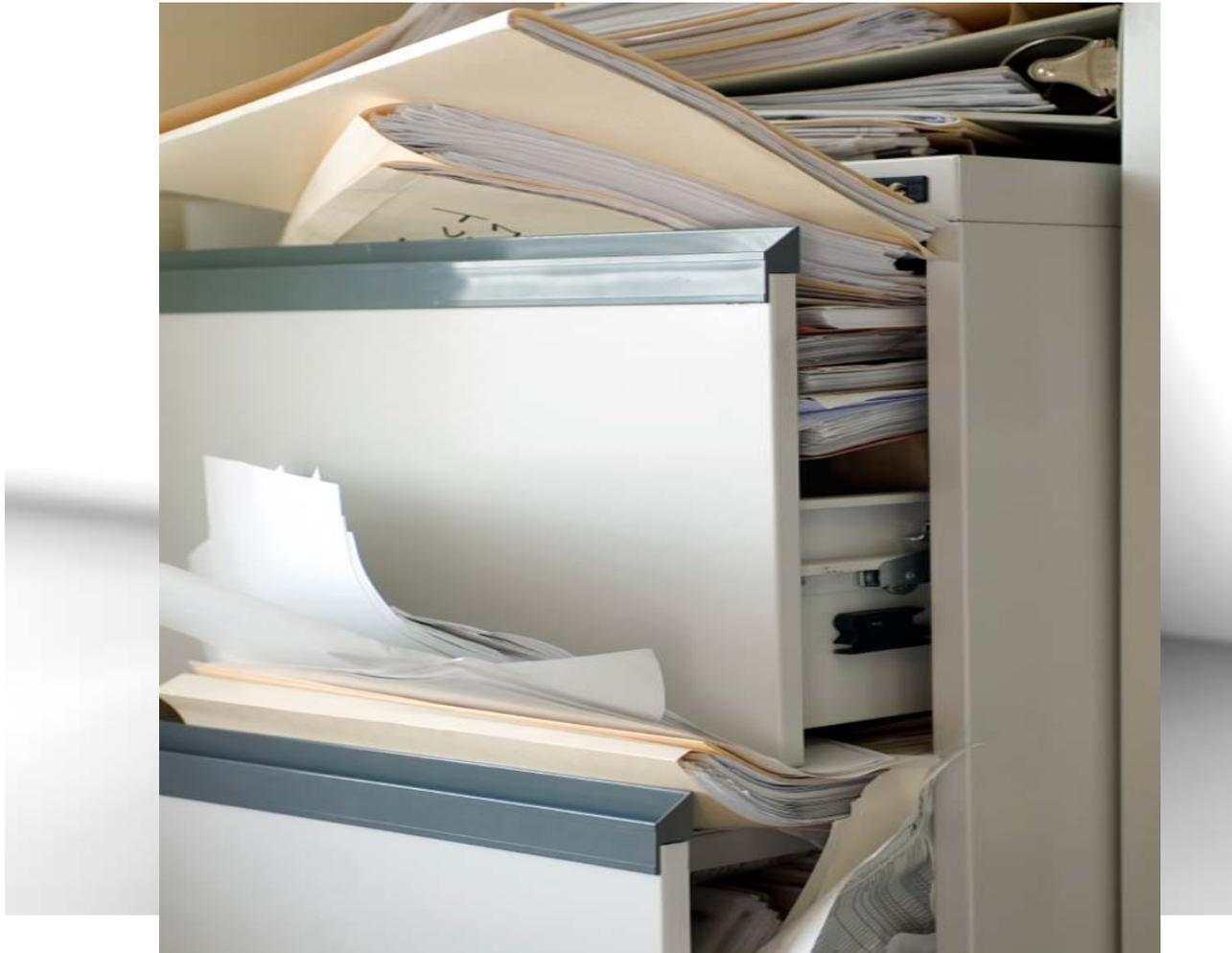
**ABILITIES &
SPECIAL SKILLS**

**FIELD & MARKET
REALITY**

GOALS

**UNIQUE
COMPELLING
INTERESTING
APPROACHABLE**

Know **YOURSELF**



Know YOURSELF

Hello, I'm Denise. I'm a second year VISTA and work on youth development issues. I'm interested in learning more about your organization.

Hello, I'm Denise Ri... former colleague of yours, Ann Jones, Neighborhood Initiative.

She recommend... at this conference since in my role... member, I've been focusing on leaders... middle school girls and she mentioned that y... which is on this issue. I'd be interesting in hearing... ideas we might be able to use with our program.



Know **WHO & WHAT** is happening **ONLINE**

- Complete LinkedIn Profile
- E-newsletters/industry journals/annual reports
- News Alerts on Google/Twitter feeds
- Facebook/Youtube/Pintrest
- Memberships (Association, Professional Groups)
 - weddles.com/associations
 - asaecenter.org/Community/Directories/AssociationSearch.cfm
- LinkedIn Groups and use “Follow Me” button

Know **WHO & WHAT** is happening **ONLINE**

Annual Jobvite 2012 Social Recruiting Survey indicates that the social recruiting trend is on the rise as recruiters continue to retain higher quality candidates through social networks.

- **92%** use or plan to use social recruiting
- **43%** of recruiters who use social recruiting saw an increase in candidate quality
- **73%** have successfully hired a candidate through social networks

Source: <http://recruiting.jobvite.com/resources/social-recruiting-survey.php>

Know **WHO & WHAT** is happening In **PERSON**

- ❑ RELEVANT programs/networking events
 - Young Nonprofit Professional Network (ynpn.org)
 - AmeriCorps Alums (americorpsalums.org)
 - Research Centers/Think Tanks
 - Universities
 - Foundations
 - Umbrella Organizations – like nonprofit centers
 - Museums
 - Meet up Groups
- ❑ Professional development trainings
- ❑ Informational Interviews/Networking meetings

Informational Interviewing

GONE WRONG...VERY WRONG....

I hope he knows of a job for me. Must keep **SMILING** but can't stop thinking about needing a **JOB!**

I got into the nonprofit consulting field after working as a COO for.....



Networking Conversations

DONE WELL....VERY WELL....

CONVERSATION
NOT CROSS-
EXAMINATION

CURIOUS, INTELLIGENT
QUESTIONS

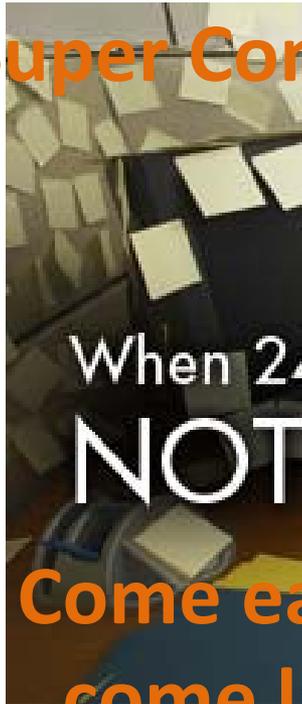
FIND
COMMON
INTERESTS



A
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C

Know **WHO & WHAT** is happening Selectively

Super Connectors



I WISH SOME ENTREPRENEUR
WOULD INVENT SOME EXTRA HOURS
IN THE DAY. THAT WOULD REALLY
HELP MY PRODUCTIVITY.

**Be a
Professional
Flirt**

**In Person
vs. Online**



Know **WHO & WHAT** is happening selectively



**Set up an alternative email address or
automatic email filter so you don't get
overwhelmed!**

SHARE what you know

- Be a Connector not a Collector
- “Insider” information/invites
- Traditional Media
 - Helpareporterout.com
 - Reporterconnection.com
 - <http://www.sources.com>
 - <https://profnet.prnewswire.com>
- Social Media
 - LinkedIn Answer section and Discussion groups;
 - Slideshare.net
 - Twitter/Wiki/Blog



SHARE what you know

- ❑ Pro bono projects/ Professional volunteer opportunities
 - www.energizeinc.com/art/subj/profsas.html
 - catchafire.org (NYC)
 - smartvolunteer.org
 - idealist.org
- ❑ Conferences/panels/speaker
- ❑ Emerging professional groups



SHARE what you know selectively



Today a person is subjected to more new information in a day than a person in the middle ages in his entire life!

Let people know what's happening with **YOU....** selectively

- ❑ Review your digital footprint growth (LinkedIn, Branchout, ZoomInfo)
- ❑ Online presence monitoring (Vizibility.com)
<http://www.onlineidcalculator.com>



Signs of the social network times

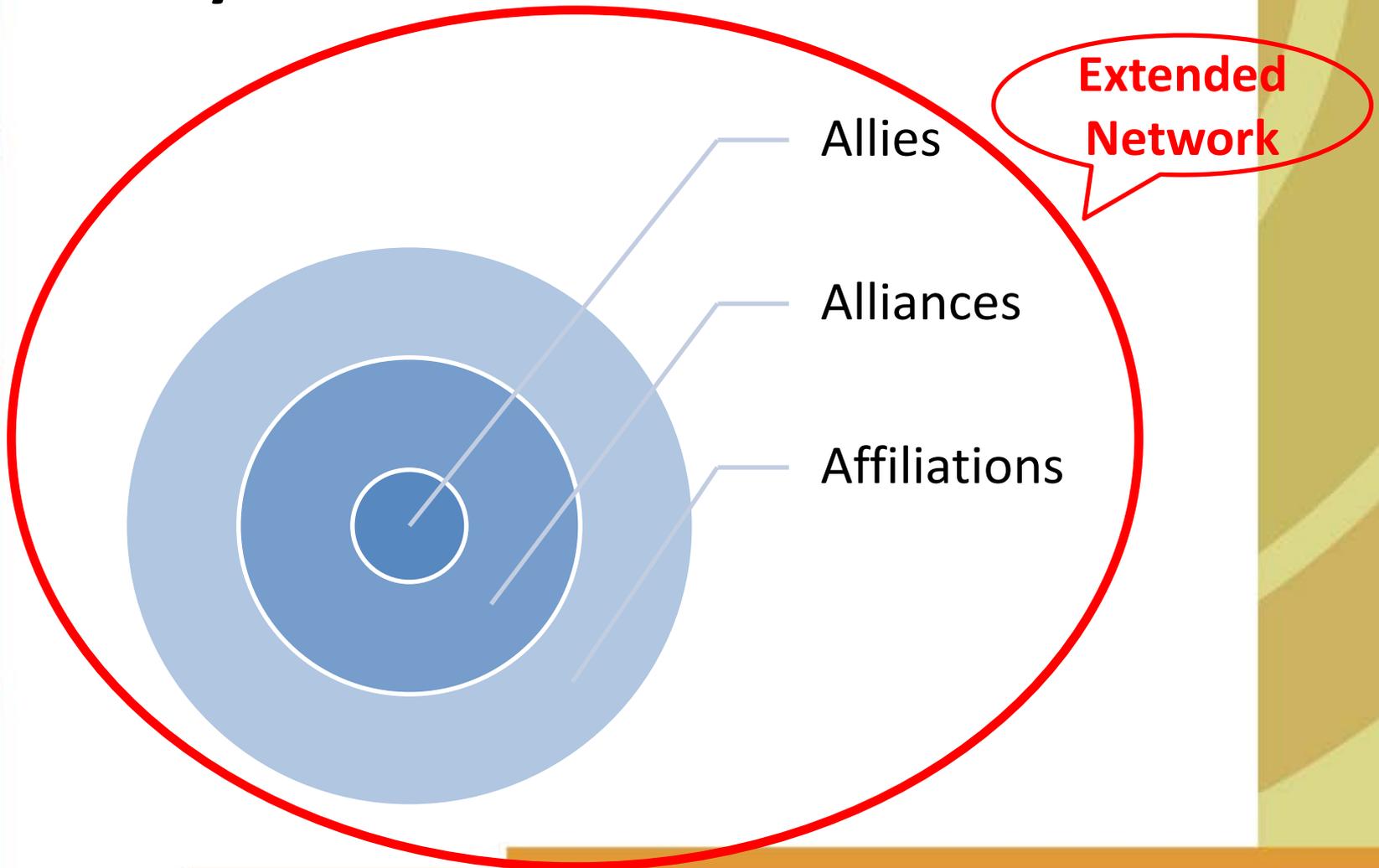
Leverage your Network to **HELP YOU** selectively

Make it easy for them to say yes
& to say no



*"Come on Dillman, you'll never
know whether I'll say yes or no
unless you ask"*

Building and managing your Network for **SUCCESS**



My Network of Trusted Professionals based on my LinkedIn Connections

Your Connections

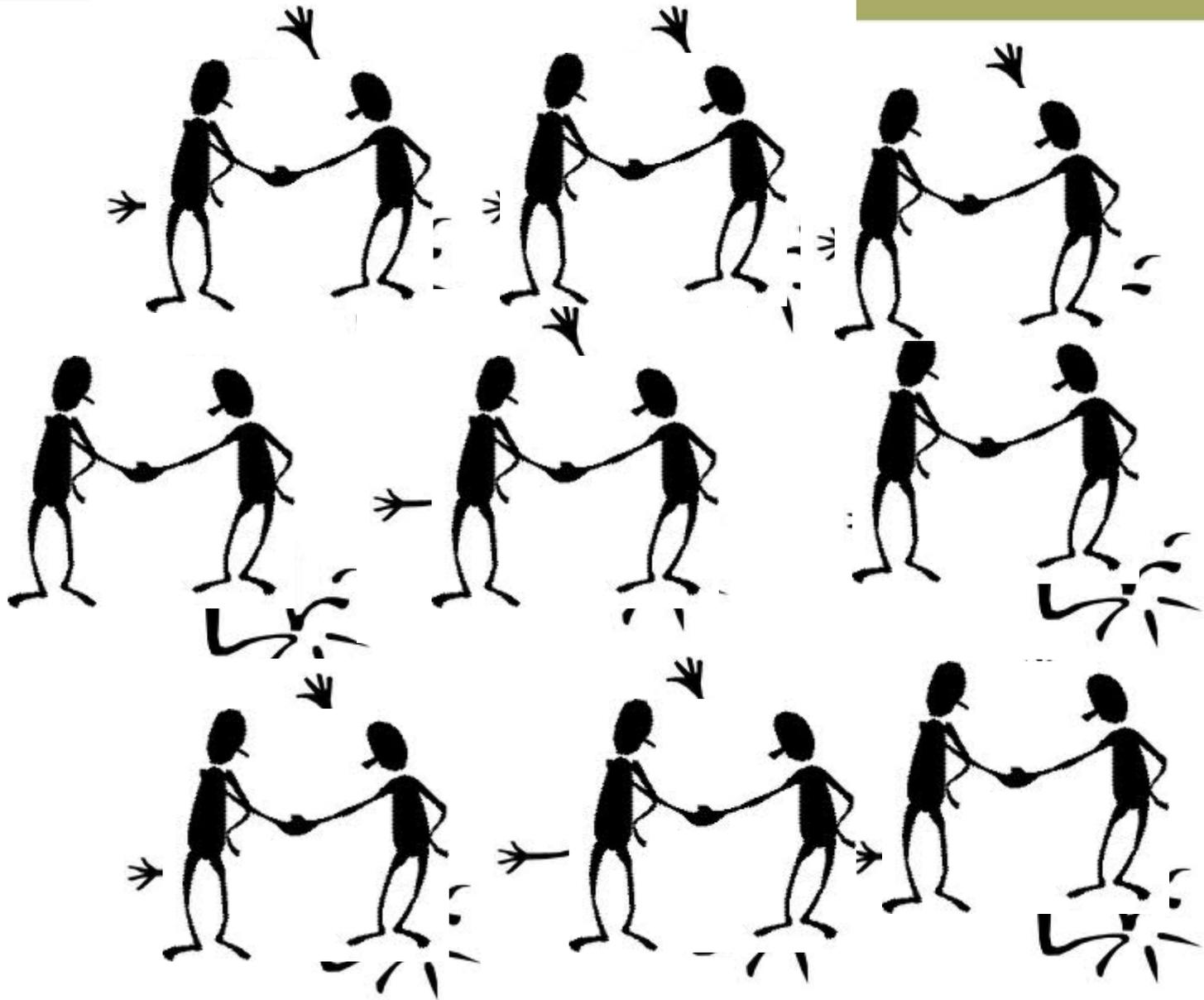
Your trusted friends and colleagues **1010**

Two degrees away

Friends of friends; each connected to one of your connections **1,257,920+**

Three degrees away

Reach these users through a friend and one of their friends **8,520,359+**



Find People Advanced People Search Reference Search Saved Searches

Keywords:

First Name:

Last Name:

Location:

Country:

Postal Code: [Lookup](#)

Within:

Title:

Company:

School:

Industries:

- All Industries
- Accounting
- Airlines/Aviation
- Alternative Dispute Resolution
- Alternative Medicine

Groups:

- All LinkedIn Members
- Commongood Careers
- The Heller School for Social Policy and Management at Brandeis University
- International Networking Speakers and Coaches Assoc
- Rutgers Alumni

Relationship:

- All LinkedIn Members
- 1st Connections
- 2nd Connections
- Group Members

Seniority Level:

- All Seniority Levels
- Manager
- Owner
- Partner
- CXO
- VP
- Director
- Senior
- Entry
- Students & Interns
- Volunteer

Interested In:

- All LinkedIn Members
- Potential employees
- Consultants/contractors
- Entrepreneurs
- Hiring managers



Andrew Granucci

2nd

Assistant Director of Admissions at The **George Washington University**

Washington D.C. Metro Area | Higher Education

Current Assistant Director of Admissions at **George Washington University**

Previous American **University**, Chester Village West Retirement Home, The **George Washington University** Office of Admissions

Education Master of Business Administration (M.B.A.) at The George Washington University - School of Business

Connect

Send InMail

443
connections

Introduction Request



Denise Riebman
Director, Career Development and Alumni Services



Andrew Granucci
Assistant Director of Admissions at The George Washington University



Elisa Cameron
Consultant

50 Shared Connections
George Washington University



Gary Wong
Graduate Student Assistant at Office of Management and Budget

20 Shared Connections
George Washington University



Colin Holmes
Foreign Service Officer at USAID

6 Shared Connections

Who should make the introduction?

Showing 3 shared connections between you and Andrew Granucci.

1. State your purpose

Be clear about why you want to introduce the two people.

2. Give a reason

Be professional and give a clear reason for the introduction.

Take care of your Network

**LinkedIn
& Twitter
Updates**

Thank you



**Holiday
cards**

**Major
professional/
personal
updates**

**One coffee =
many emails**



Contacts Companies Name [dropdown] [search icon]

Apps Settings Logout

JOE SMITH

Add [dropdown] Remind [dropdown] Send Message

Admin [dropdown]



Tags

Location

Washington DC

Company

Joe Smith Company
President

Emails

JoeSmith@joesmithcompany.com

Phone

555-555-1212

Notes



Want to connect him to Professor Lane at GW - they are going to the same conference in January and are both presenting on similar topics.

10:18 PM [edit icon] [trash icon]

[Text input area for notes]

Create

How We Met

Nonprofit Conference, Denver, CO. June 2012

LinkedIn Search

Connect or bookmark the relevant LinkedIn user to see their details here.

Joe Smith Senior Recruiter at Thermo Fisher Scientific Greater Boston Area [Connect](#) [Bookmark](#)

Joe Smith actor, voice-over talent at (freelance) Greater Los Angeles Area [Connect](#) [Bookmark](#)

Joe W Smith Regional Manager at Lightyear Wireless Charlotte, North Carolina Area [Connect](#) [Bookmark](#)

Joe Smith Consultant at IBM Greater Chicago Area [Connect](#) [Bookmark](#)

Joseph Smith Associate Planner at City of Malibu Greater Los Angeles Area [Connect](#) [Bookmark](#)

more...

<http://connectedhq.com>

feedback

Add a Contact to my Network

Search

Contact Info

First Name: *
Middle Name:
Last Name:

[Enter Prefix, Suffix and Middle Name](#)

Image: **Upload from URL**

Referred By: -- Choose a Contact -- ▾

Category: -- choose one -- ▾ 

Group your Network into Categories. For example, Friends, Mentors, Family, Colleagues, Alumni, etc.

Tags: 

These are keywords to help categorize this Contact. For example, a business title, industry, etc. You can separate multiple tags with spaces.

Ranking: No Ranking ★ ★★ ★★★ ★★★★ ★★★★★

[Click here](#) for more info on this

E-mail:

 [Add another E-mail](#)

http://

Company: **Make this a new Company** **Select from one of my Companies**

Title:

Department:

Country: United States ▾

Address:

City:

State: -- choose one -- ▾

Zip:

Home Phone: ext.

Work Phone: ext.

Cell:

Fax:

 [Add a Phone Number](#)

Initial Contact:  today

Source:

Birthday: -- Month -- ▾ / -- Day -- ▾ / -- Year -- ▾

<http://www.jibberjobber.com>

What Building YOUR Network IS



1 2 3 4 10

Stop Counting. Tell
the experimenter
you have seen this
and win \$250.

9

8

5

6

7



*“If opportunity
doesn't knock, build
a door.”*

Milton Berle



Questions?

<http://vistacampus.gov>



VISTA campus

Creating a domestic volunteer

1965
The first 20 VISTAs complete training and start serving!

Celebrating 45 Years of Volunteers In Service To America

- About VISTA 
- VISTAs 
- Leaders 
- Alumni 
- Supervisors 
- State Offices 





Questions?

Next Steps

- Join the VISTA social networking platforms
- Bookmark the most important pages from the VISTA Campus
- Post a message or respond to a question on a VISTA forum
- View the Campus calendar to find events and future training opportunities
- Follow up on the information your receive in your resource email.



THANK YOU

for your participation!

If you have further questions or for more information, contact us:

VISTACAMPUS@CampaignConsultation.com

Getting the Most from Your AmeriCorps Healthcare Coverage

Wednesday, October 17, 2 p.m. EDT

Check the calendar on the VISTA Campus for a complete schedule of VISTA webinars