



# **Today's college-to-career pathway**

## **Job hunts. Networking. And getting paid properly**

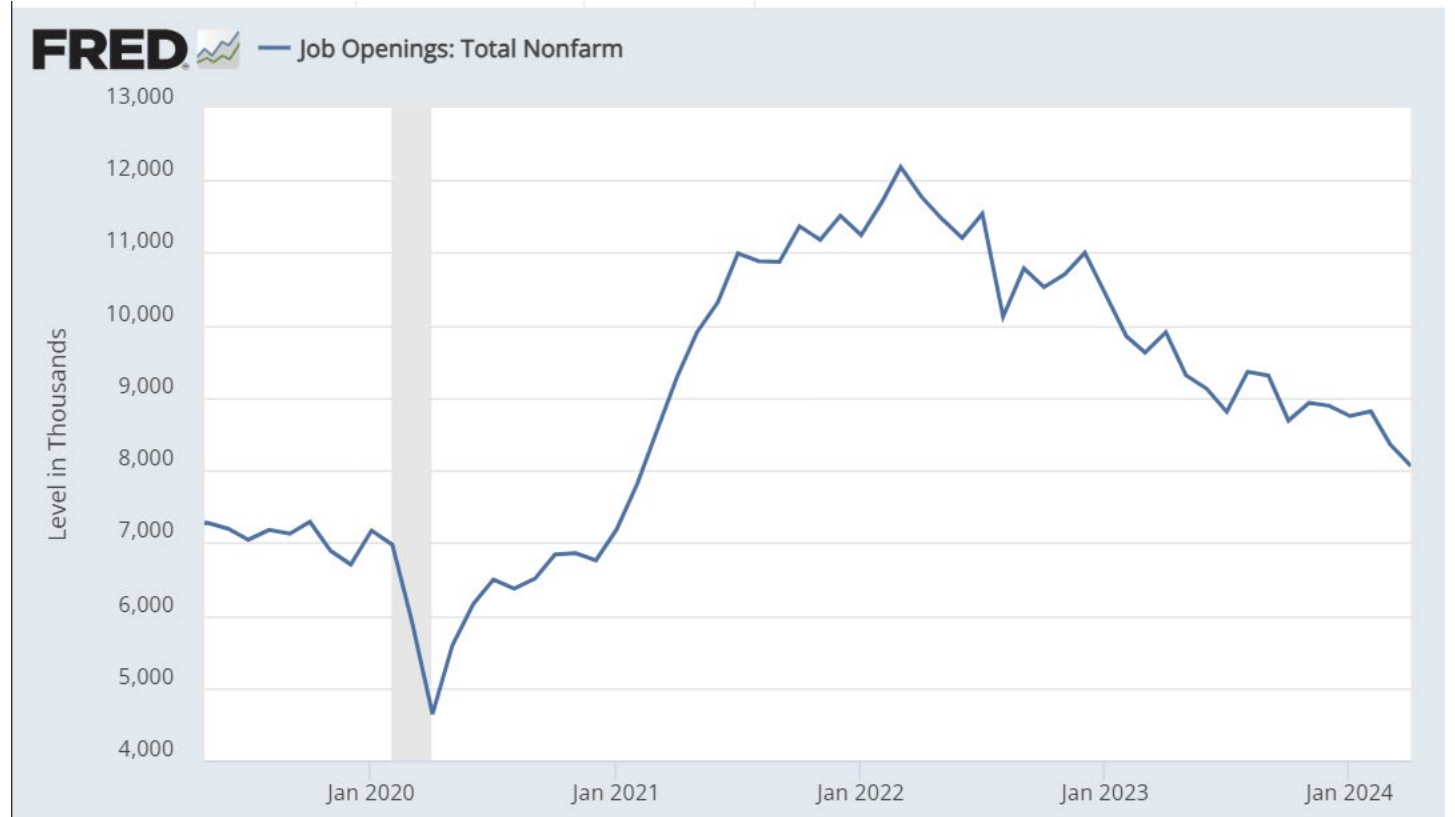
**George Anders**

**Author "You Can Do Anything"**

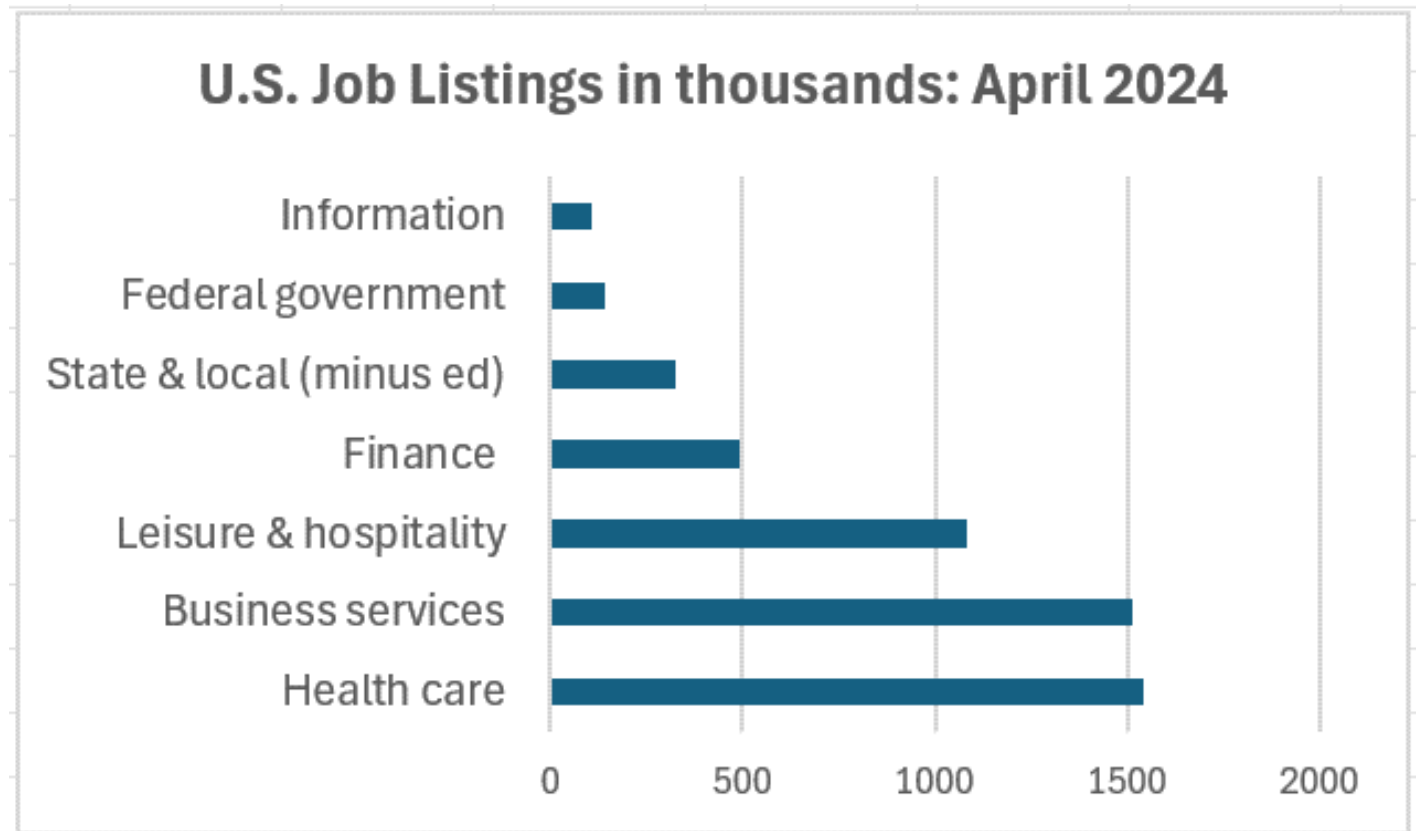
**Editor at Large: Chronicle of Philanthropy**

**Phi Beta Kappa KIPS summit | June 22, 2024**

*On the bright side: the U.S. has 8 million open jobs right now*



*... including about  
140,000 federal  
job positions*



Sad twist: elite employers draw hundreds of applications for each opening. Perhaps only 1% gets in

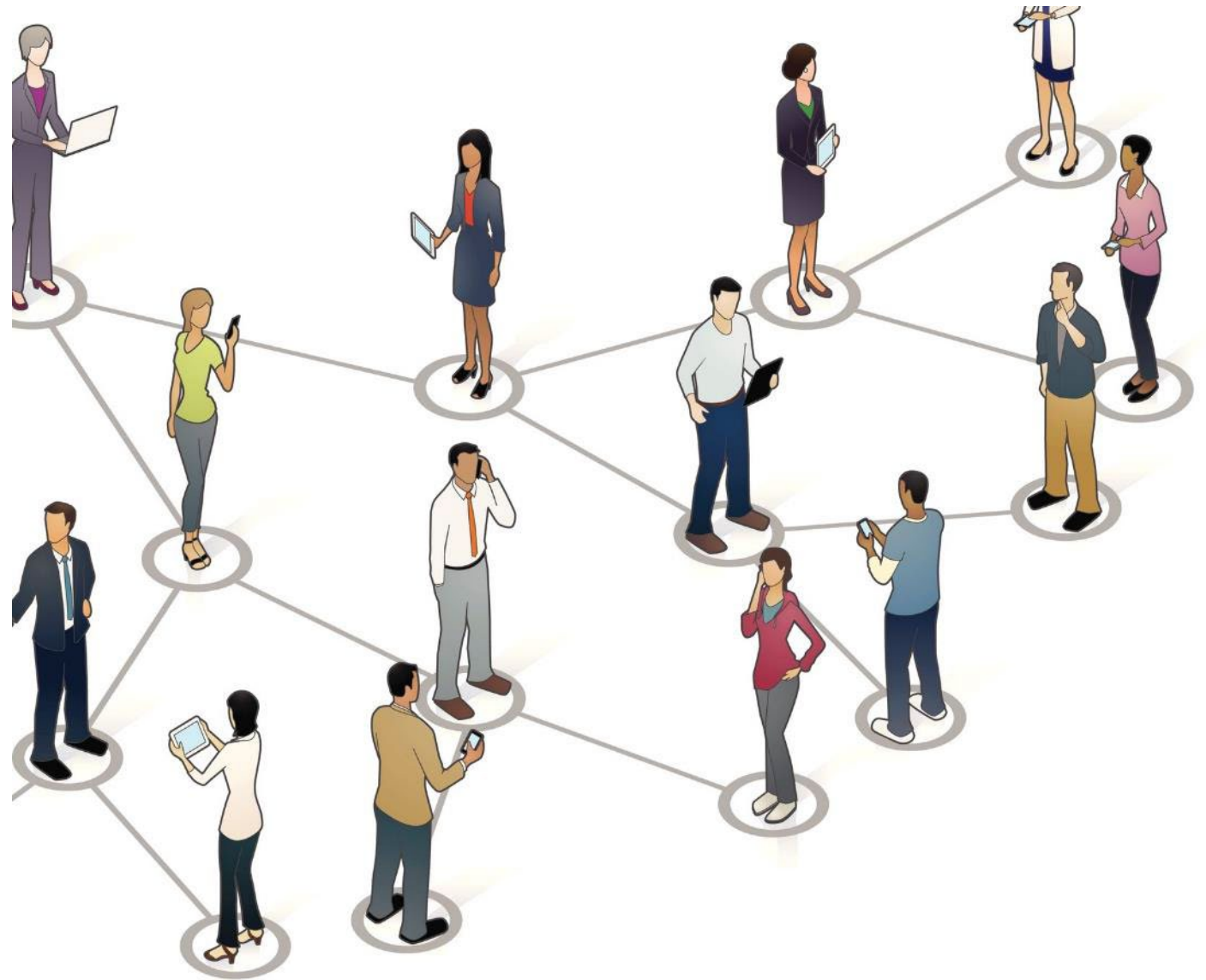






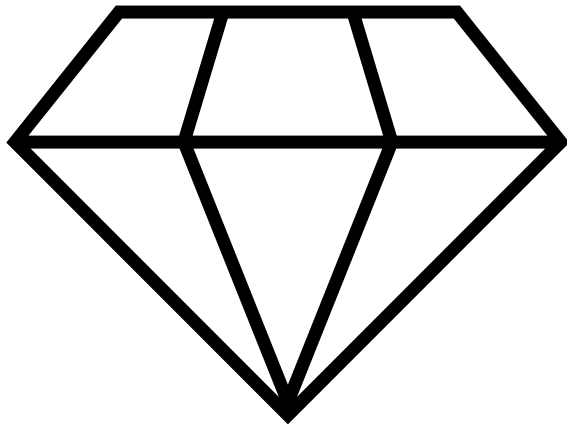
*So, how can you avoid being seen as just a “typical candidate”?*

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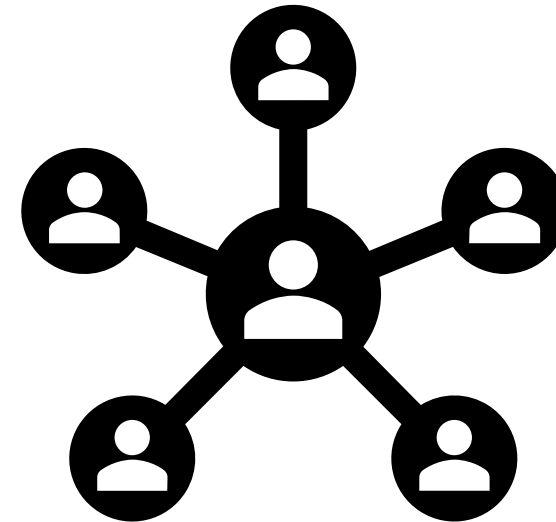


# *Two ways to improve your odds*

Skills



Networking





## What's stressful about networking?

- \* I don't know anyone important
  - \* Networking feels really awkward
- 





# Can we reframe? Most networking is simple; it's striking up conversations in everyday life



Meet **Vaishali Umrikar**, public policy major at UChicago, looking for a job



I introduce her to **Jessica Benjamin**, English major turned sales maestro



Vaishali gets a job at Appcast and thrives



# Even government and nonprofit jobs can work this way



In **2016** Kevin Greer was a non-Ivy student looking for a State Department job



When hiring managers wouldn't reply, he chatted up the administrative staff



It took a while, but Kevin got a winning invite for a six-week opening on the Cuba desk.

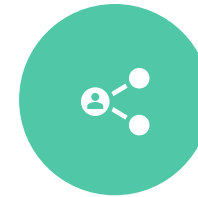
# Getting started: your network is bigger than you realize



Alumni from your college



People from your hometown



Anyone connected to your clubs and volunteer work



People with ties to other memorable places in your life



People who see what you publish/create



Anyone intrigued by your social media presence



## What types of people are you trying to meet?

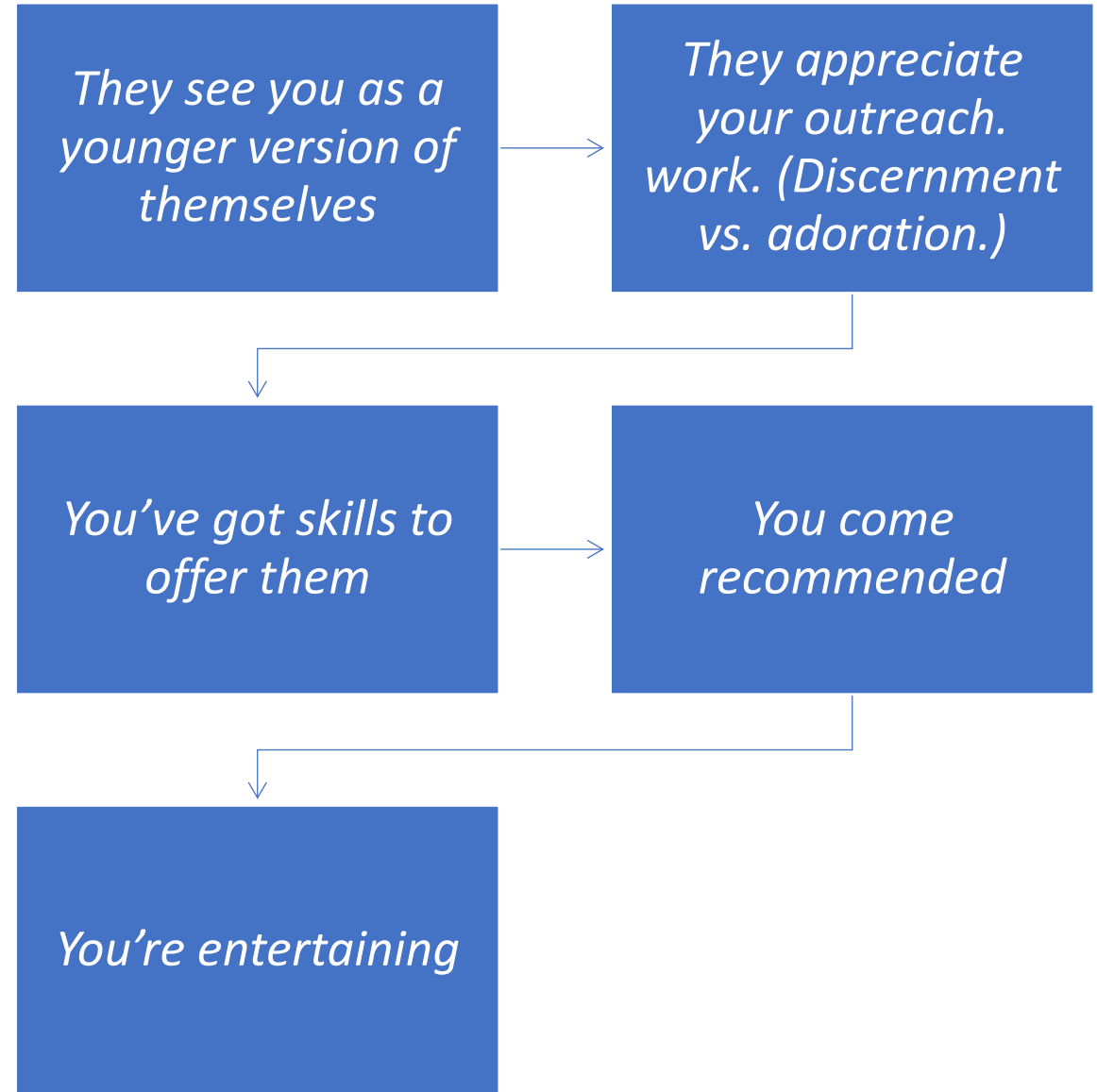
First: **connectors and big-picture specialists**. You'll enjoy them and they'll like you. They'll get you started.

Second: People at **the specific organizations** where you'd like to work. They can help open doors

Third: **Extra recommendations** from people already in your network. "Who else should I be talking to?"



Why would busy people spend time with me?





# Where might you want the conversation to go?

- Simplest case: I'd like to learn about career opportunities in your field. Can we chat a little?
- A variant: tell me your story of "How I got here."
- When they're ready: What ways I could join your organization?
- Could I shadow you for an afternoon on the job?
- Could you critique my work?
- Most ingenious ask: Could you come talk to our campus or alumni group?

# A few extra words about volunteering

1.  American Red Cross	6.  Boy Scouts of America
2.  Crisis Text Line	7.  Meals on Wheels America
3.  Toastmasters International	8.  Team Rubicon
4.  VITA Volunteer Income Tax Assistance	9.  Habitat for Humanity
5.  Big Brothers Big Sisters of America	10.  Rotary International

Source: LinkedIn Economic Graph research





**And a few  
extra words  
about  
internships**

# Even imperfect networking takes you farther than cold-applying to job ads

**1 in 152 Odds of Winning a Job**



**1 in 16 Odds of Winning a Job**



Source: Lever Inc. survey of 4 million job actions



Remember: Success is not as far away as it  
might seem

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Something to  
ponder:

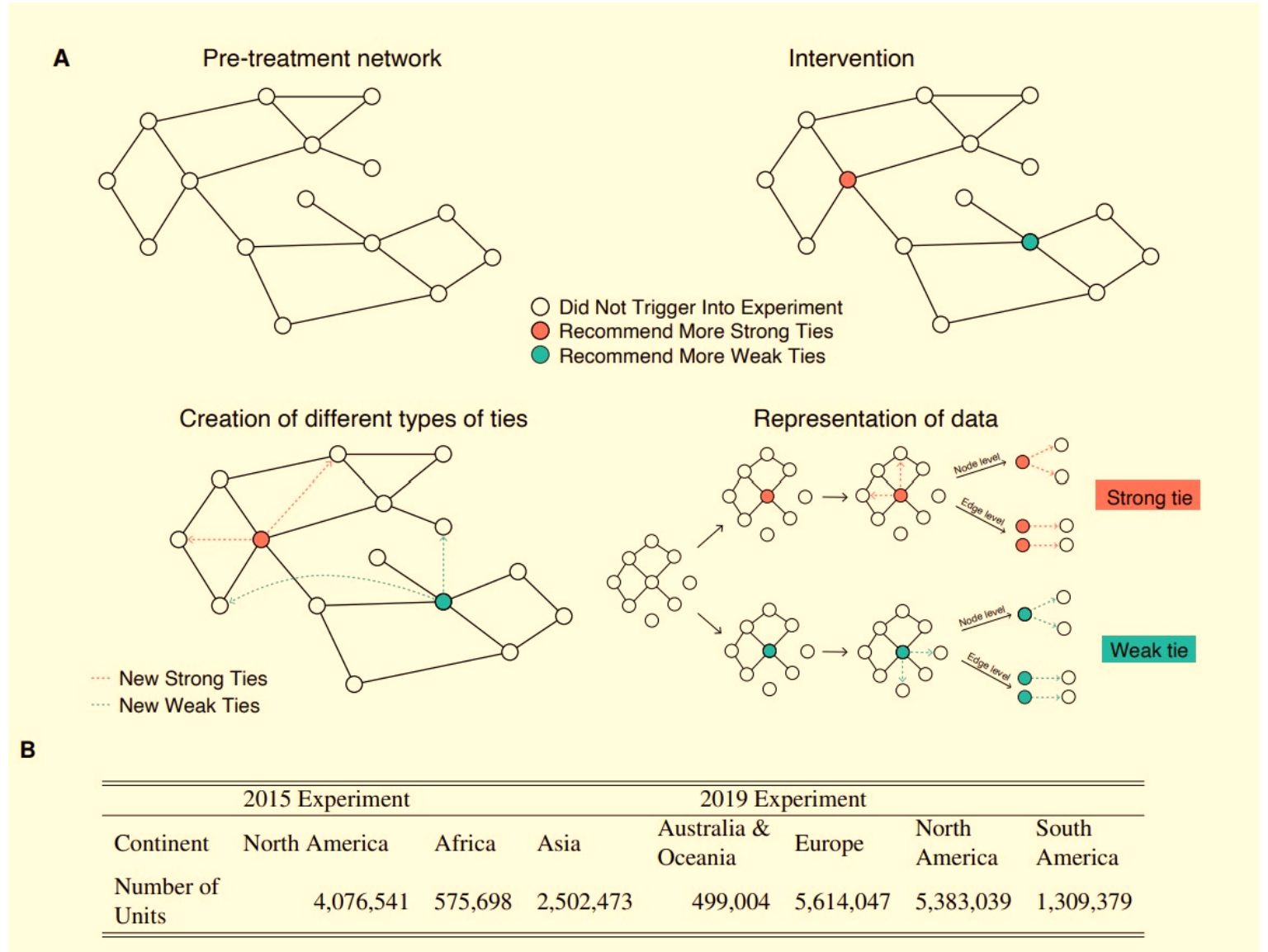
*Do your closest  
contacts help the  
most in job hunts?*

*Or is it our “weak  
ties” that save the  
day?*



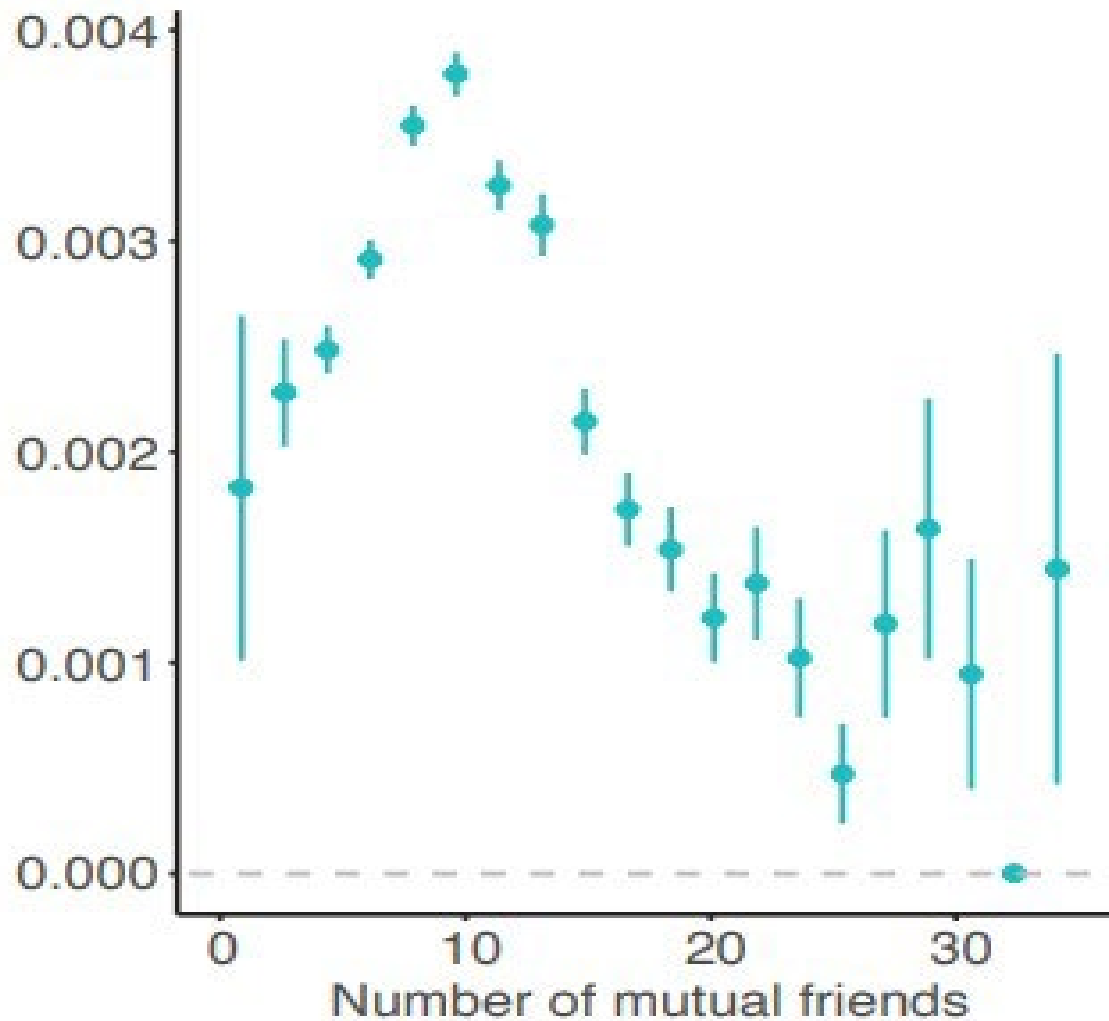
Sociologist Mark Granovetter

# LinkedIn data scientists decided to run a test

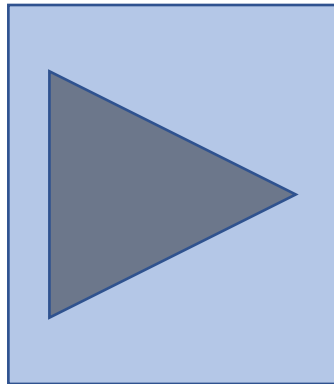


Here's what they found ...

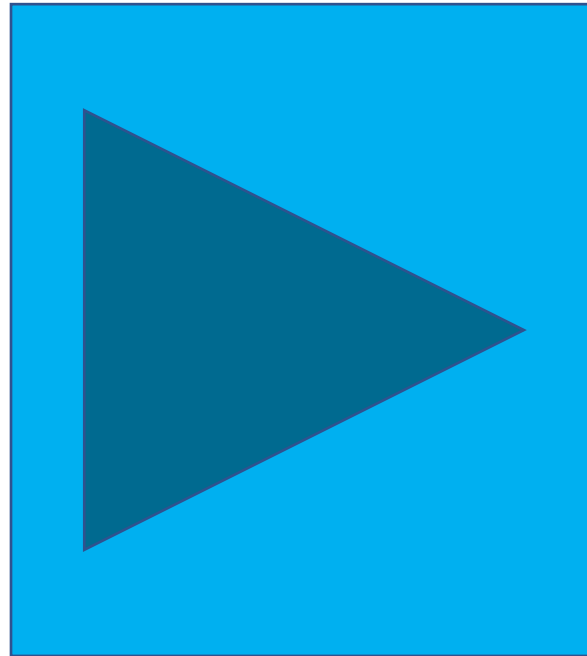
... You could call it "The Power of 10"



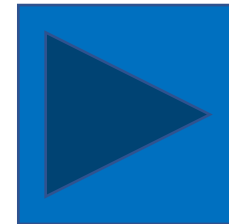
# A New Era Compels New Job-Hunting Strategies



Researching  
30%



Meeting People  
50%



Shipping Resumes  
20%



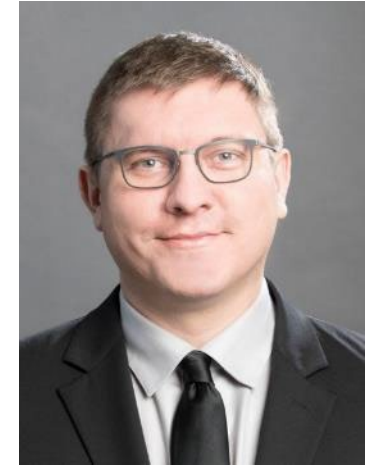
# Looking for examples of how this all clicks? There's a book that delivers just that



**Sociology**  
Mai-Ling Garcia  
Digital Strategy  
City of San Francisco



**History**  
Aimée Eubanks Davis  
Founder/CEO  
Braven (nonprofit)



**Economics**  
Joe Indvik  
Climate Strategy  
Ares Mgmt.



# Follow up? Any time!

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