



Webinar Presentation

User Management Support for Alumni Career Services





Presented by:

Denise Spacinsky & Jono Reduker
Co Founders, Project Me Pro
ACSN Corporate Partner

September 2017



AGENDA

Target: **About 30 mins**

Topic 1: Discuss challenges Alumni Career Services face

Topic 2: Discuss how Project Me Pro can support Alumni Career Services efforts

Conclusion: Info about how to reach us and get more information



SURVEY

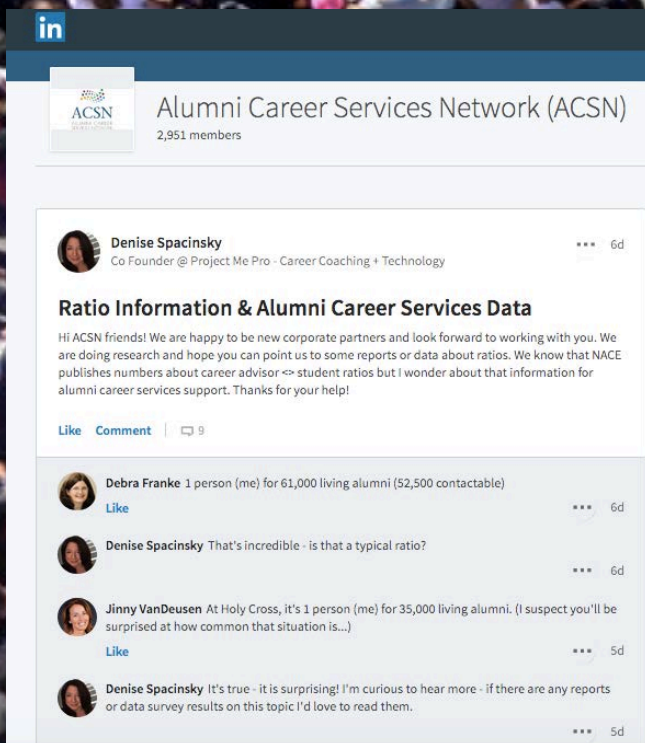
ACSN Survey for Project Me Pro Webinar

<https://www.surveymonkey.com/r/FJKV8VL>

A high-angle, aerial photograph of a massive, dense crowd of people. The individuals are packed closely together, filling the entire frame. They are wearing a variety of colorful clothing, including t-shirts, tank tops, and hats. The perspective is from directly above, looking down on the crowd, which is spread out on what appears to be a paved surface. The lighting is bright, suggesting a sunny day.

Challenge #1:
Colleges have **huge** alumni networks

Challenge #1: Colleges have **huge** alumni networks



The image shows a screenshot of a LinkedIn post from Denise Spacinsky, Co Founder @ Project Me Pro - Career Coaching + Technology. The post is titled 'Ratio Information & Alumni Career Services Data' and discusses the ACSN (Alumni Career Services Network) with 2,951 members. It mentions that they are happy to be new corporate partners and look forward to working with you. The post also includes a comment from Debra Franke stating '1 person (me) for 61,000 living alumni (52,500 contactable)' and a comment from Jinny VanDeusen stating 'At Holy Cross, it's 1 person (me) for 35,000 living alumni. (I suspect you'll be surprised at how common that situation is...)'.

Alumni Career Services Network (ACSN)
2,951 members

Denise Spacinsky
Co Founder @ Project Me Pro - Career Coaching + Technology

Ratio Information & Alumni Career Services Data

Hi ACSN friends! We are happy to be new corporate partners and look forward to working with you. We are doing research and hope you can point us to some reports or data about ratios. We know that NACE publishes numbers about career advisor <-> student ratios but I wonder about that information for alumni career services support. Thanks for your help!

Debra Franke 1 person (me) for 61,000 living alumni (52,500 contactable)

Denise Spacinsky That's incredible - is that a typical ratio?

Jinny VanDeusen At Holy Cross, it's 1 person (me) for 35,000 living alumni. (I suspect you'll be surprised at how common that situation is...)

Denise Spacinsky It's true - it is surprising! I'm curious to hear more - if there are any reports or data survey results on this topic I'd love to read them.

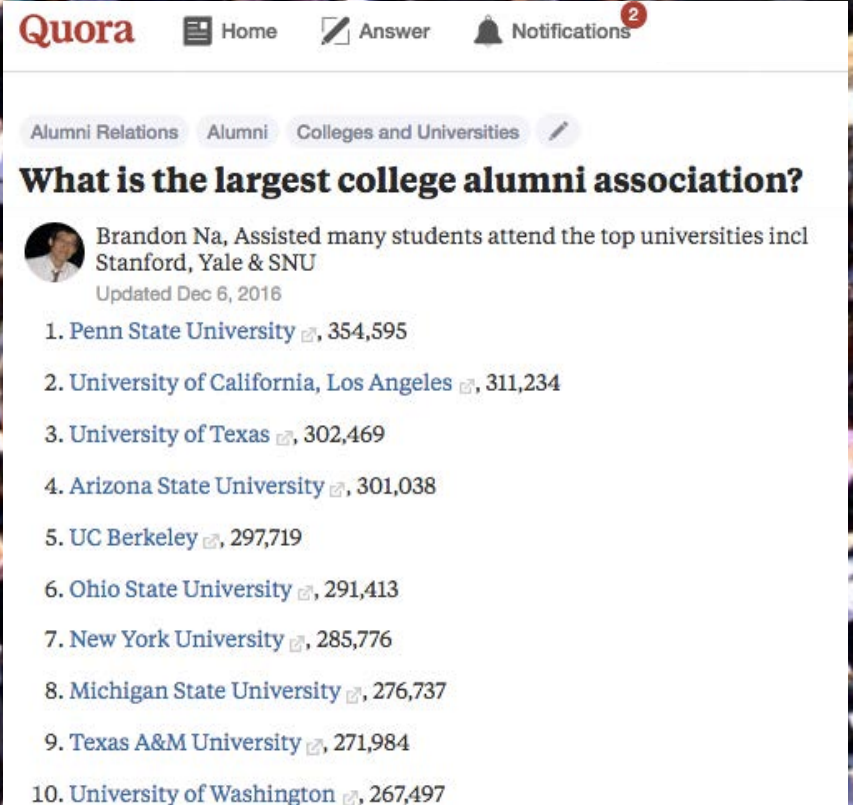
35,000

61,000

600,000

110,000

500,000



The image shows a screenshot of a Quora post titled 'What is the largest college alumni association?'. The post is by Brandon Na, who assisted many students at Stanford, Yale, and SNU. The post is updated from December 6, 2016. The top answer lists the following universities and their alumni counts: 1. Penn State University (354,595), 2. University of California, Los Angeles (311,234), 3. University of Texas (302,469), 4. Arizona State University (301,038), 5. UC Berkeley (297,719), 6. Ohio State University (291,413), 7. New York University (285,776), 8. Michigan State University (276,737), 9. Texas A&M University (271,984), and 10. University of Washington (267,497).

Quora Home Answer Notifications

Alumni Relations Alumni Colleges and Universities

What is the largest college alumni association?

Brandon Na, Assisted many students attend the top universities incl Stanford, Yale & SNU
Updated Dec 6, 2016

1. Penn State University, 354,595
2. University of California, Los Angeles, 311,234
3. University of Texas, 302,469
4. Arizona State University, 301,038
5. UC Berkeley, 297,719
6. Ohio State University, 291,413
7. New York University, 285,776
8. Michigan State University, 276,737
9. Texas A&M University, 271,984
10. University of Washington, 267,497



Challenge #1:
Colleges have **huge** alumni networks

A typical ratio:
1 Alumni Career Advisor : 50,000 Alumni Members
(but often more)

A world map is shown in the background, with the continents of North America, South America, Europe, and Africa highlighted in a vibrant green color. Two hands are visible at the bottom of the frame, with fingers pointing towards the map. A semi-transparent white rectangular box is positioned in the center of the image, containing the text "Challenge #2: Alumni are often remote and in many locations". The word "remote" is highlighted in green, matching the map's color scheme.

Challenge #2:
Alumni are often remote and in many
locations

Search alumni by title, keyword or company.

Previous Next

279,829 alumni

Where they live

+ Add

260,819 · United States

107,208 · Greater Chicago Area

31,359 · Urbana-Champaign, Illinois Area

12,605 · San Francisco Bay Area

8,515 · Greater New York City Area

6,504 · Greater St. Louis Area

5,527 · Greater Los Angeles Area

5,493 · Washington D.C. Metro Area

3,832 · Greater Denver Area

3,630 · Greater Boston Area

2,948 · Dallas/Fort Worth Area

2,818 · Greater Minneapolis-St. Paul Area

2,790 · Greater Atlanta Area

1,595 · United Kingdom

336 · Switzerland

Where they work

+ Add

8,078 · University of Illinois at Urbana-Champaign

929 · Google

929 · Caterpillar Inc.

801 · Microsoft

765 · Deloitte

728 · Intel Corporation

721 · IBM

642 · EY

609 · PwC

588 · Accenture

544 · Amazon

485 · AbbVie

465 · Apple

463 · Allstate

373 · PepsiCo

What they do

38,008 · Education

34,740 · Business Development

28,901 · Engineering

21,459 · Entrepreneurship

19,093 · Operations

18,087 · Research

18,033 · Sales

14,563 · Information Technology

14,381 · Finance

13,104 · Community and Social Services

10,246 · Program and Project Management

9,586 · Media and Communication

8,427 · Consulting

8,206 · Marketing

7,643 · Human Resources

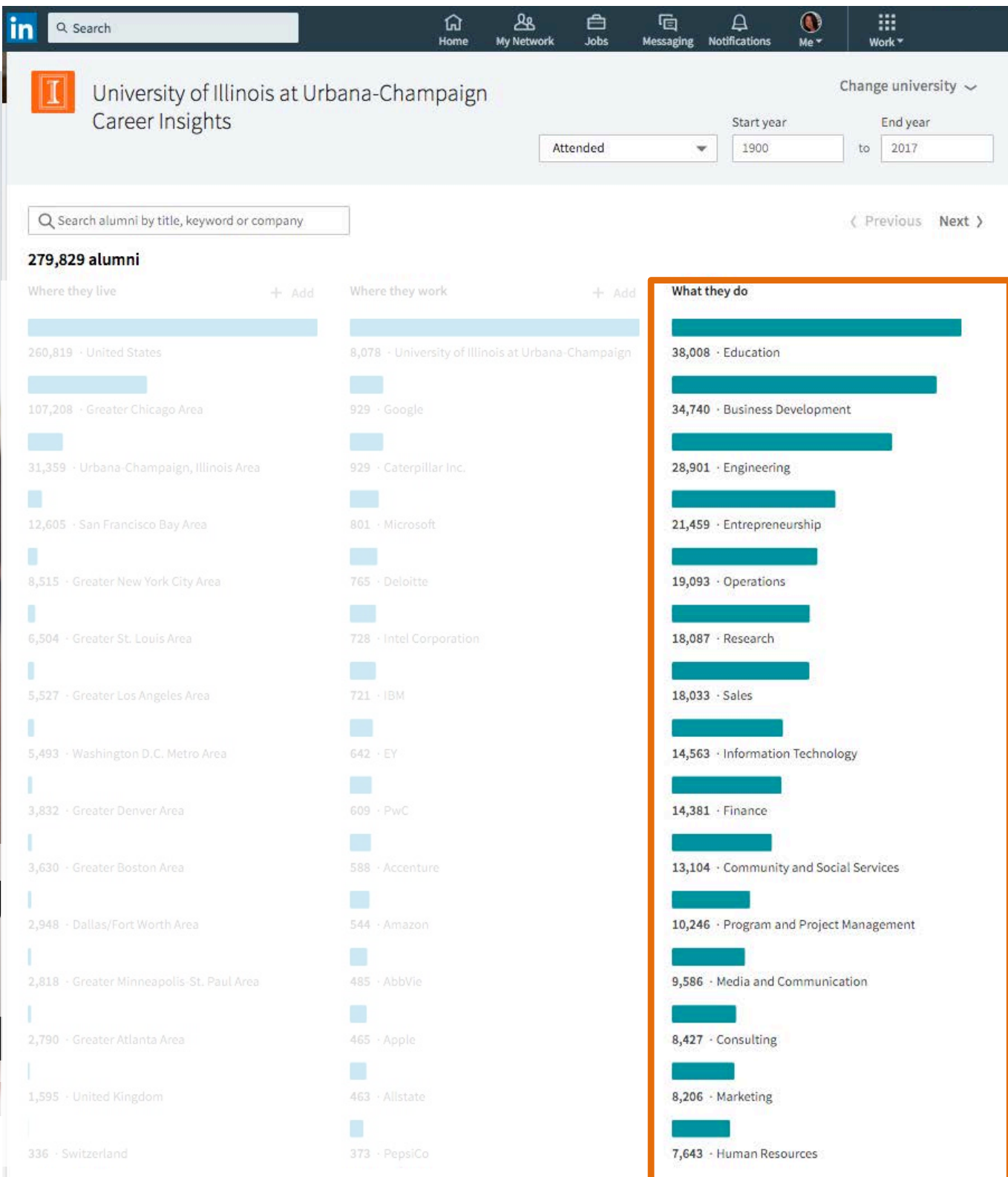
any

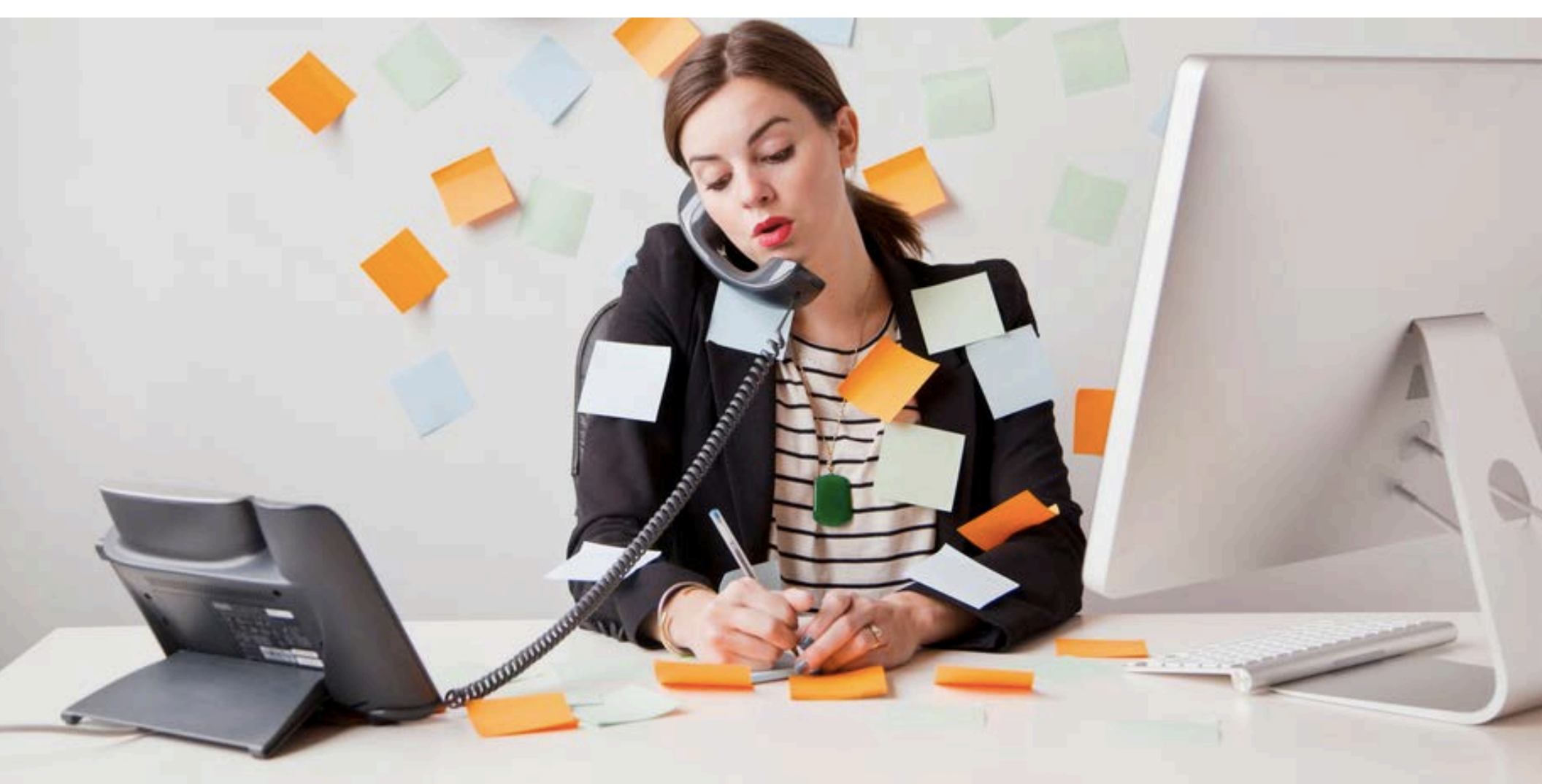


Challenge #3:
Alumni have vastly different backgrounds
and levels of experience



Challeng
Alumni h
and level





When alumni approach their institutions seeking job search training and advice **Alumni Career Advisors** become **really busy** trying to respond



Some **Alumni Career Advisors** worry about receiving **too many advising requests** and becoming overwhelmed

What would an **online solution** need to support
Alumni Career Services?

An **online solution** that would successfully support **Alumni Career Services** should be...



Scalable to Many Users

Giving advisors the ability to work with many people simultaneously



Locale Independent

Offering the ability to work with many people regardless of where they are



Suitable for All Alumni

Career advising will be relevant regardless of alumni experience, industry or seniority



And
successfully
support
Alumni Career
Advisors




We have an online solution that is typically provided to college career centers but can successfully support Alumni Career Services too

A background photograph of four young women with diverse backgrounds, all smiling warmly at the camera. They are dressed in casual attire, and the image has a soft, slightly blurred quality.

Careers Start Here.

ProjectMe^{PRO} A self-paced learning system providing job search information to college students (& alumni!)


 **STATE UNIVERSITY**


ProjectMe^{PRO}
Welcome, Grace Drapaue


MY PORTFOLIO DASHBOARD


ALUMNI DASHBOARD


MODULES



Explore Your Interests
Complete



Choose a Career Path
Complete



Build a Resume
Complete



Create a LinkedIn Profile
Complete


Develop Professional Networks
Complete


Apply for Jobs
Complete


Interview Effectively
Complete


Negotiate Successfully
Complete


GRACE DRAPAUÉ
My Profile
Show Help

SENIOR 8

MY PORTFOLIO

Completed

✓

View Portfolio


TALK TO YOUR ADVISOR

Message Claire Dean

ANNOUNCEMENTS

March 2, 2017
Don't forget to check the job board for new positions - we just posted some new opportunities this week!

March 2, 2017


 **STATE UNIVERSITY**

ProjectMe^{PRO}
Welcome, Claire Dean | Logout


ADVISOR DASHBOARD

MODULE ANALYTICS (hover over charts for details)


Courses Completed*



Homework In Progress*



Homework Completed*



KEY

- Explore Interests
- Choose Career
- Resume
- LinkedIn
- Networks
- Apply for Jobs
- Interview
- Negotiate

*Data for all My Students (navigate to individual class lists to see detailed information)

NEW MESSAGES

Julia Appleton | April 12 | I can't decide!!!!

Sarah Hamilton | April 12 | I have an offer!

Grace Drapaue | April 12 | Networking question

Aelph Burdon | April 12 | Office times?

Leah Gloster - Spring 2016 | April 11 | New comment on LinkedIn Profile homework

ALL MESSAGES

NEW HOMEWORK REVIEW REQUESTS


Lex Hannon | Interview Questions | 04/12/2016 7:11 pm

Lex Hannon | Negotiation Points | 04/12/2016 6:31 pm

Lex Hannon | Job Applications | 04/12/2016 5:56 pm

Harper Davis | LinkedIn Profile | 04/11/2016 5:42 pm

Puzzo Abernathy | Resume | 02/29/2016 1:14 pm


CLAIRE DEAN
Edit Profile
Show Help

MY CLASSES

My Students
Reminders / Dates
Post Announcement

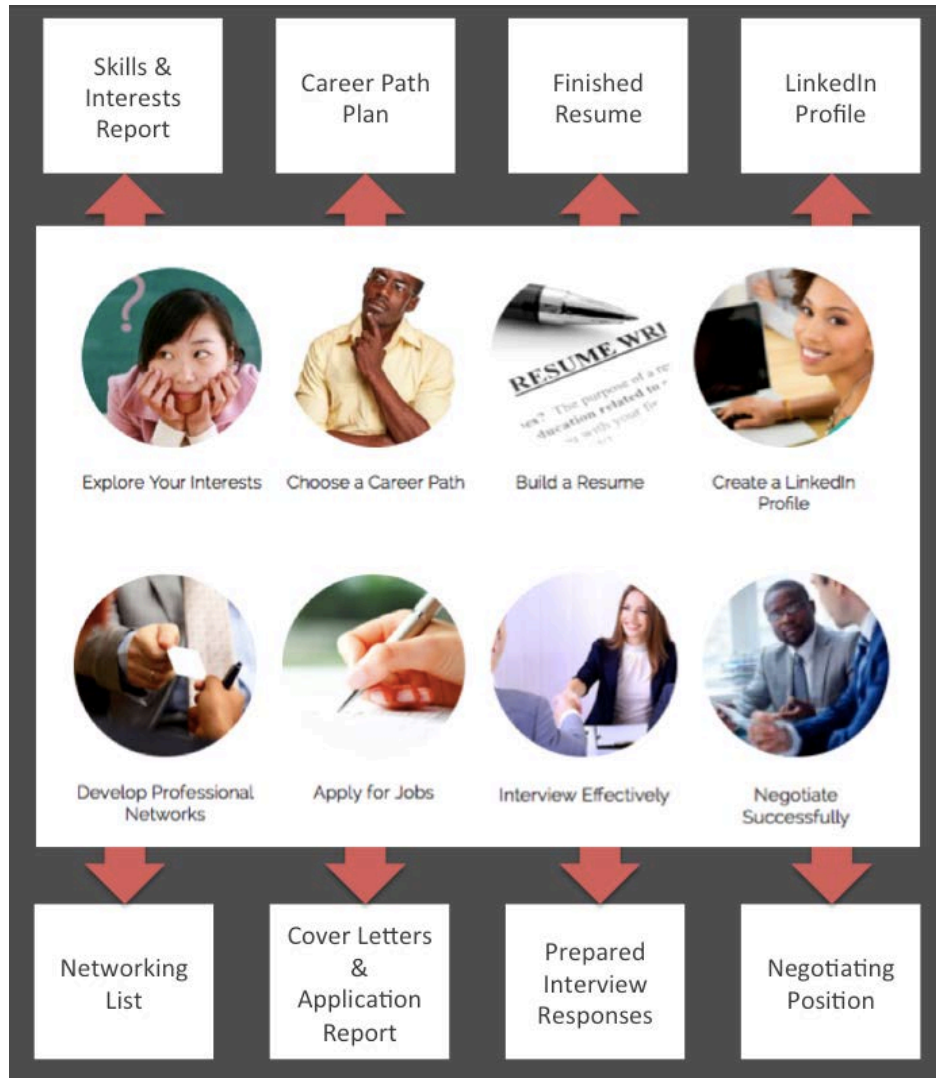
ADVISOR LIST

Gayle Allen
Send Message

E-Learning | Online Portfolio | Virtual Coaching | Personalized Dashboards

ProjectMe^{PRO}

A self-paced learning system providing job search information to college students (& alumni!)



E-Learning | Online Portfolio | Virtual Coaching | Personalized Dashboards



ProjectMe^{PRO}

A self-paced learning system providing job search information to college students (& alumni!)

PORTFOLIO REVIEW: Explore Your Interests

DASHBOARD » MY PORTFOLIO » GRACE DRAPAUE

Explore Your Interests 3
Creation Date: June 1, 12:12pm

PORTFOLIO REVIEW: Choose A Career Path

DASHBOARD » MY PORTFOLIO » GRACE DRAPAUE: HEALTHCARE MEDICINE

Choose A Career Path 2
Creation Date: June 1, 1:17pm

PORTFOLIO REVIEW: Resume

DASHBOARD » MY PORTFOLIO » GRACE DRAPAUE RESUME 2

Build a Resume 3: Grace Drapaue Resume 2
Creation Date: June 1, 1:49pm

PORTFOLIO REVIEW: Create Your LinkedIn Profile

DASHBOARD » MY PORTFOLIO » GRACE DRAPAUE

Create a LinkedIn Profile 2
Creation Date: June 1, 2:34pm



Grace Drapaue

College Student - Psychology
Boston MA | Professional Training & Coaching

Summary
Motivated college student seeking internship in counseling, social work or psychology in the Boston Metro Area.

Company	Title	Date of Employment	Key Accomplishments
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Languages	
Language	Proficiency
Spanish	College Educated

Education		
School	Degree	Years
State University	BA - Psychology or Psychiatry	Graduation Expected Spring 2019

PORTFOLIO REVIEW: List Your Networking Leads

DASHBOARD » MY PORTFOLIO » GRACE DRAPAUE

Develop Professional Networks 2
Creation Date: June 1, 1:56pm

Name	Contact Info
Mr. Hawkins	Col
Notes: This is someone I have been following	
Status:	NEW
Date Contacted:	Not Yet
Jenny Jarvis	Sta
Notes:	

PORTFOLIO REVIEW: List Your Application Targets

DASHBOARD » MY PORTFOLIO » SUMMER INTERNSHIP

List Your Application Targets 3: Summer Internship
Creation Date: June 1, 2:51pm

Company	Contact Info
Counseling Office	
Notes: For Psych Majors - I may be	

PORTFOLIO REVIEW: Interviewing Effectively

DASHBOARD » MY PORTFOLIO » GRACE DRAPAUE

Interviewing Effectively 2
Creation Date: June 1, 2:18pm

PORTFOLIO REVIEW: Negotiating Effectively

DASHBOARD » MY PORTFOLIO » GRACE DRAPAUE

Negotiate Successfully 2
Creation Date: June 1, 2:44pm

Job Title	Link
Summer Internship	
Location	Company
Boston MA	Counseling Office
Description	
The university had an internship listing for the summer on the job board. There wasn't much detail about it except this: SUMMER INTERNSHIP OPPORTUNITY Join our busy Boston area counseling office. Duties will include: - Answering phones - Making appointments - Organizing files and paperwork - Updating contact database - Other functions as needed	
Qualifications: - College students welcome! - Some prior work experience desired but not required. We will train. - Major: Psychology, Psychiatry or Social Work is most relevant Contact : Dr. Mary @ xxxx	
Salary	
The salary wasn't listed on the job description so I figured I'd wait to see what they want to pay. I don't have to be paid but I'd prefer to be. Maybe \$17-22/hr.	

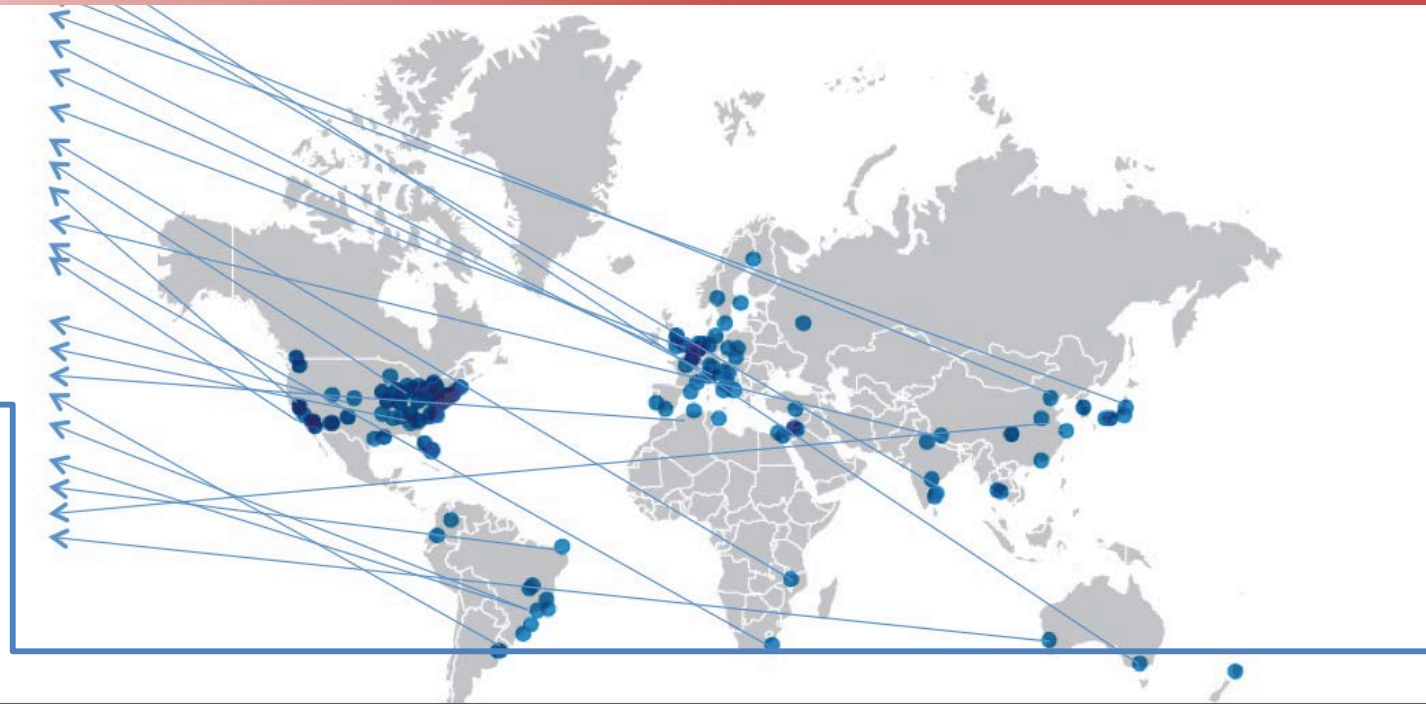
E-Learning | Online Portfolio | Virtual Coaching | Personalized Dashboards

Alumni Advisor
Receives Request

Directs Alumni
Member to Link
(customized by institution)



ProjectMe^{PRO}



Alumni Advisor Monitors All Alumni Members Career Services Pre-Work
& Begins Advising Engagements When the Program is Completed

Module Completion

Portfolio Review

User Data



Explore Your Interests

Complete



Choose a Career Path

Complete



Build a Resume

Complete



Create a LinkedIn Profile

Complete



Develop Professional Networks

Complete



Apply for Jobs

Complete



Interview Effectively

Complete



Negotiate Successfully

Complete

PORTFOLIO REVIEW: Resume
Build a Resume 3: Grace Drapeau Resume 2
Created Date: June 1, 2019

PORTFOLIO REVIEW: Explore
Explore Your Interests 3
Created Date: June 1, 12:12pm

PORTFOLIO REVIEW: Create Your LinkedIn Profile
Create a LinkedIn Profile 2
Created Date: June 1, 2:34pm

Modules Completed*



Portfolio In Progress*



Portfolio Completed*



Alternating, Paula	Business	B.S. (Bachelor of Science)	50%	11%
Abramowitz, Sofia	Computer Science	M.A. (Master of Arts)	13%	0%
Appleton, Julia	Marketing	B.S. (Bachelor of Science)	25%	0%
Bean, Geoffrey	Computer Science	B.B.A. (Bachelor of Business Administration)	100%	0%
Burton, Alisha	Computer Science	B.B.A. (Bachelor of Business Administration)	25%	11%
Cass, Harper	History	B.A. (Bachelor of Arts)	34%	11%
Dunnington, Violet	Education	B.S. (Bachelor of Science)	50%	22%
Drapeau, Grace	Business	B.S. (Bachelor of Science)	100%	89%
Furling, Jason	Computer Science	B.S. (Bachelor of Science)	63%	0%
Hells, Alexandra	History	PhD (Doctor of Philosophy)	88%	0%
Hooper, Leah	Marketing	B.S. (Bachelor of Science)	50%	33%
Hamilton, Sarah	Computer Science	M.A. (Master of Arts)	75%	0%
Hannon, Lex	Education	B.S. (Bachelor of Science)	100%	67%



DOES THIS INTEREST YOU?

For more information please go to:
projectmepro.com/contact-us



Thank you!

Denise Spacinsky
denise@projectmepro.com

Jono Reduker
jono@projectmepro.com