



BUILDING THE ALUMNI NETWORK

An Overview of Networking Tools to Build
the Alumni Network

Tyra Ford

Director, Temple Professional Network
The Office of Alumni Relations & Annual Giving

AGENDA



- Welcome
- Networking
- Benefits
- Build Your Professional Network
- Tools



NETWORKING

Meaningful conversations and connections



Let's Network

“Between 40 to 60% of adults say they feel shy and unsure about what to say in a variety of business and social settings.”

– PSYCHCENTRAL.COM AND
THE SHYNESS INSTITUTE

“Experts say 70 to 85% of
all jobs are found through
networking.”

— Payscale and Business Insider

BENEFITS OF NETWORKING

Personal and professional

Why?

Gain benefits from expanding your
Temple Professional Network

Insight

Influence

Collaboration

Access

IT'S A TWO-WAY RELATIONSHIP

Alumni want opportunities to–

- Find business and career connections.
- Give their growing expertise to Temple students and young alumni.
- Receive updates on why they can feel proud of Temple.
- Keep Temple relationships alive.



IT'S A TWO-WAY RELATIONSHIP

Temple wants alumni to –

- Serve on advisory committees and boards, supply internships, provide mentorship and other experiences that help students.
- Advocate for the university.
- Find professional connections.
- Provide financial support.



BUILD YOUR PROFESSIONAL NETWORK

Making strategic connections

STRATEGIC CONNECTIONS



- Don't try to meet every single person at once.
- Meet one or two new people every 30 days.
- Have a specific question.
- Ask for a second date.
- Network within your network.



Who?

Build a selective group with whom
you can maintain a connection

The Advocate

The Strategic “In”

The Subject Matter Expert

ADVOCATE



- Know them on a personal level
- Can act as a sounding board for advice and ideas
- Friend, committee member, family friend

THE STRATEGIC “IN”



- Well-connected
- Willing to make connections on your behalf
- Someone you know on a professional level

THE SUBJECT MATTER EXPERT



- Offers superior insight in the industry
- Can give an unbiased opinion
- People in a similar industry, job, or with similar goals

Provide value to your network.

Create win-win relationships.

NETWORKING TOOLS

Helpful online platforms

The top channels people use to look for new jobs are online job boards (60%), social professional networks (56%), and word of mouth (50%).

Employee referrals are a top source of quality hires along with social networks and internet job boards.

— GLOBAL TALENT TRENDS

What?

Temple and external platforms

Owl Network

LinkedIn

OWL NETWORK

- Making connections
- Discussions
- Mentors
- Opportunities and Referrals
- Groups



JOIN TODAY [OWLNETWORK.TEMPLE.EDU](https://owlnetwork.temple.edu)



LINKEDIN



- Personal Page
- University page
- Groups



RECAP

Here's what you can do.

Networking Activities

Strategy for Building Your Network

Utilize Tools for Professional Connections

Join **OwlNetwork.temple.edu**

Be a Mentor

Be an Ambassador for Temple

“The value in an idea
lies in using it.”

— THOMAS EDISON



Tyra Ford

Connect with me:

tyra.ford@temple.edu

(215) 204-4293

owlnetwork.temple.edu

<https://www.linkedin.com/in/tyraford/>

