# Integrating Alumni in the Workplace

Educating the Nanotechnology Workforce:  What is Nano and Where are the Jobs?

University of Puerto Rico at Humacao

November 20, 2013

NACK NETWORK
Nanotechnology Applications & Career Knowledge
WWW.NANO4ME.ORG

# Presenter

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Director of Nano Alumni Network
Former Vice President of Academic and Student Affairs
Dakota County Technical College, Rosemount, Minnesota

# Why Do Colleges and Universities Connect with Alumni?

- Money/Donations
- Service on Boards
- Awards
- Prestige
- Success Stories for Marketing Purposes

# Why Should We Connect with Nano Alumni?

- Nano grads are preparing for new types of jobs in emerging technologies. There are no typical job titles for these positions.
- Their skills and knowledge are cutting-edge.
- These students are pioneers in the 21st century workforce.
- We need to harness their capabilities.
- We need to keep alumni informed and engaged.
- We can add value to their career preparation.
- There can be a follow-up gap at colleges.

# What is the Nano Alumni Network?

- Website located on the NACK website: www.nano4me.org/alumni

- Website with professional resources for **alumni** of *nanotechnology undergraduate education* programs across the United States

# Who does the Nano Alumni Network Serve?

The Nano Alumni Network serves nano graduates from associate degree programs at colleges across the United States and graduates from certificates such as the capstone program at Pennsylvania State University and the University of Puerto Rico at Humacao.

# What are the Benefits of the Nano Alumni Network?

**Benefits:  Connection and Integration**

- Help graduates enhance their professional opportunities
- Inform graduates of educational opportunities
- Connect graduates with nano network groups
- Help graduates integrate with the work place

# Alumni Network Homepage

- Alumni Success Stories
- Professional Associations
- Search Alumni by Location
- Alumni Council

- Webinar Postings
- Transfer Agreements by State

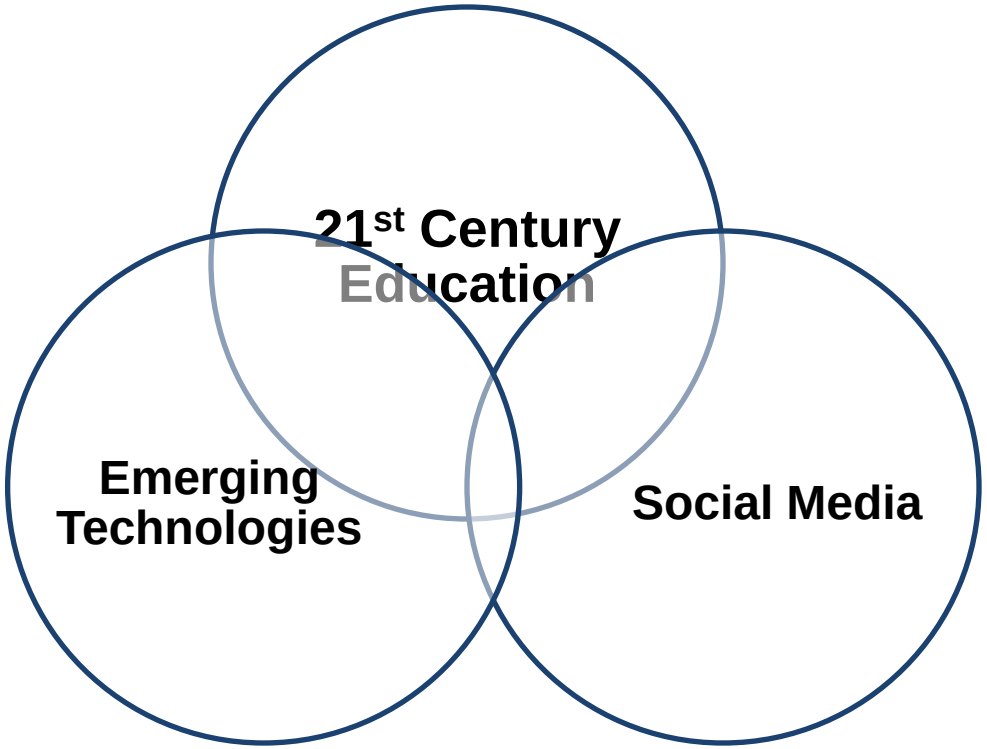
- Alumni Advice
- Mock Resumes and Cover Letters
- Tips for Interviews and Resumes
- Job Search Advice and Strategies
- Helpful Job Search Links

- Featured Companies
- List of Companies Who Hired Graduates
- List of Job Titles

# 21st Century Challenges in Education

## CONVERGENCE:

### Emerging Technology Meets Social Networking



# Emerging Technology Trends

## Top Ten Emerging Technologies for 2013

- Online Electric Vehicles (OLEV)
- 3-D Printing and Remote Manufacturing
- Self-healing Materials (biomimicry)
- Energy Efficient Water Purification
- Carbon Dioxide (CO2) Conversion and Use
- Enhanced Nutrition to Drive Health at the Molecular Level
- Remote Sensing
- Precise Drug Delivery through Nanoscale Engineering
- Organic Electronics and Photovoltaics
- Fourth Generation Reactors and Nuclear Waste Recycling

Reference: King, D. (2013, February 14). Top 10 Emerging Technologies for 2013, *World Economic Forum.* Retrieved from http://forumblog.org/2013/02/top-10-emerging-technologies-for-2013/

# Technological Trends

Six technological trends that are poised to make a big impact on education and job training in 2013 and beyond:

- Mobile apps and devices
- Massive open online courses (MOOCs)
- Game-based learning
- 3D printers
- Media literacy tools such as video editing
- Big Data

Plus one more? Social Networking

Reference: *Community College Journal*, June/July 2013, p. 29

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# Why Use Social Media to Network with Nano Alumni?

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# Social media looks different. How do we know what to use?

# Why LinkedIn?  Our Need

- We want to build **professional connections** with students that graduate from our programs.
- We want to know what they are they doing 1 year, 3 years, 5 years **after they graduate.**
- We want a **sustainable connection** to alumni.

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# Why LinkedIn? Their Need

Current Nano Students and Graduates need to:

- **Evolve** the way they meet, interact, and communicate with their peers/colleagues.
- **Express** their knowledge, skills, and abilities to others who don't know them.
- **Establish** a presence and build their brand.

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**89%** of companies plan to use social networks to find employees.

http://www.forbes.com/sites/susanadams/2011/07/13/more-employers-using-social-media-to-hunt-for-talent/

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# 1+ jobs in a lifetime

## How do you prepare for the future?

http://online.wsj.com/article/SB10001424052748704206804575468162805877990.html

# LinkedIn Solution

**LinkedIn allows students to:**

- Connect with LinkedIn's database of 200 Million members.
- Build a broader network within/outside of their industry.
- Tap into the knowledge of those in their network, and leverage relationships to collaborate in their field.
- Provides search engine searchable profiles.
- Build the Alumni's brand and resume.
- Showcase their knowledge, skills, abilities, and experience.
- Control their online presence.
- Create lasting and sustainable connections.

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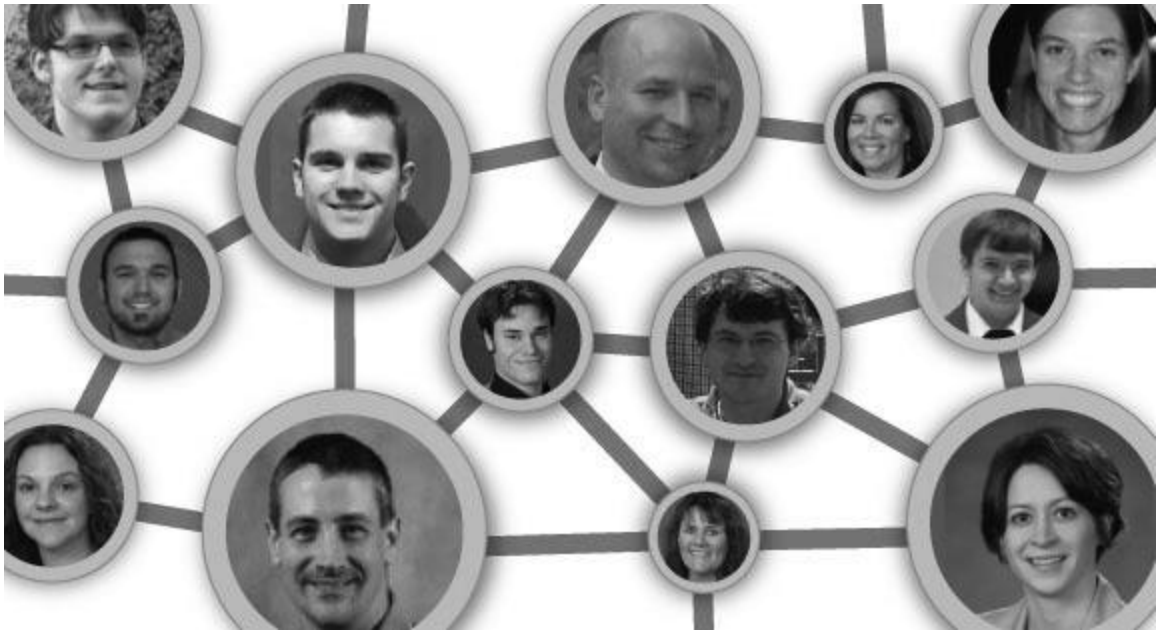
# Professional Networking

It is so valuable – now convince your students!



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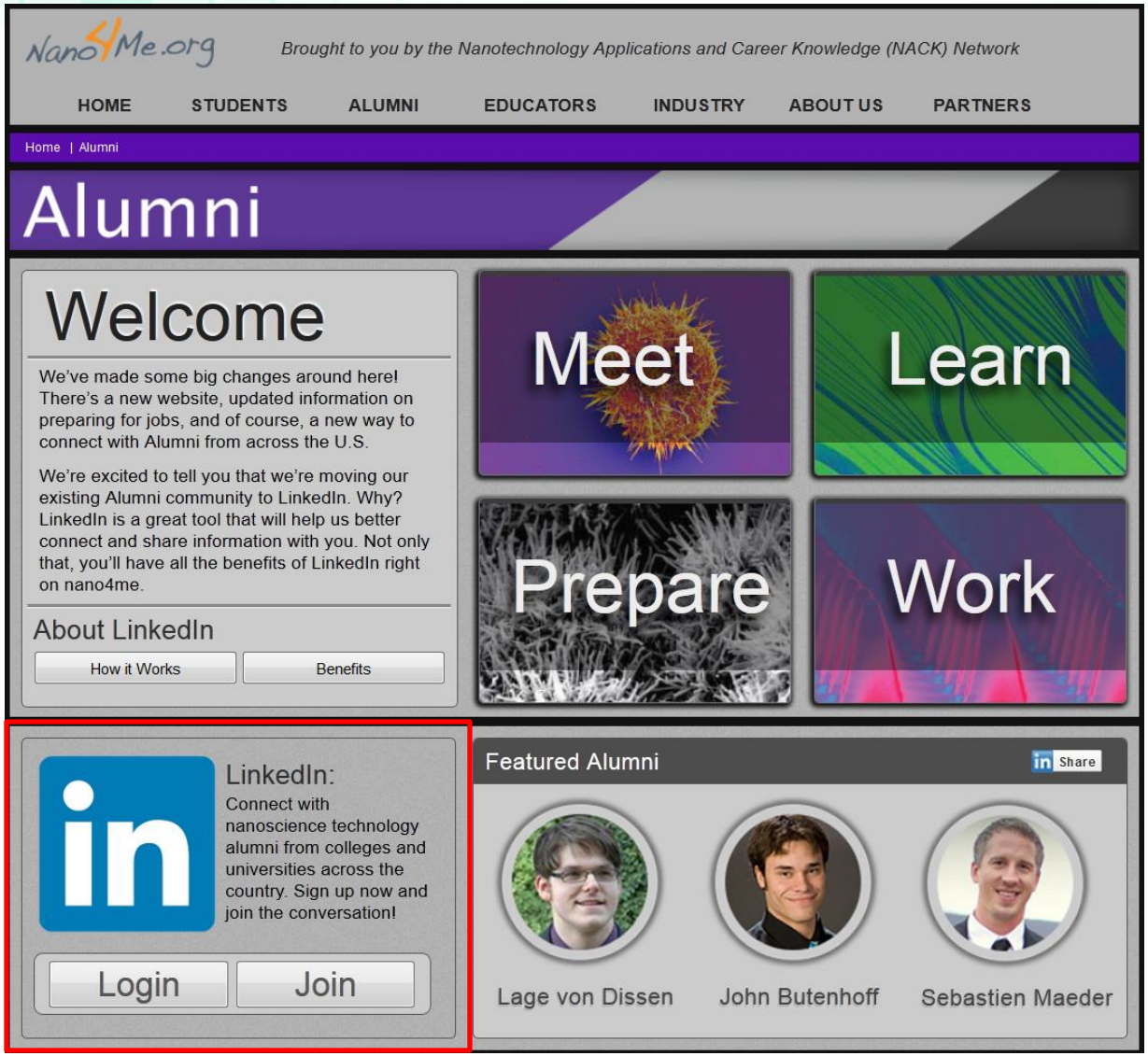
# www.Nano4me.org/alumni



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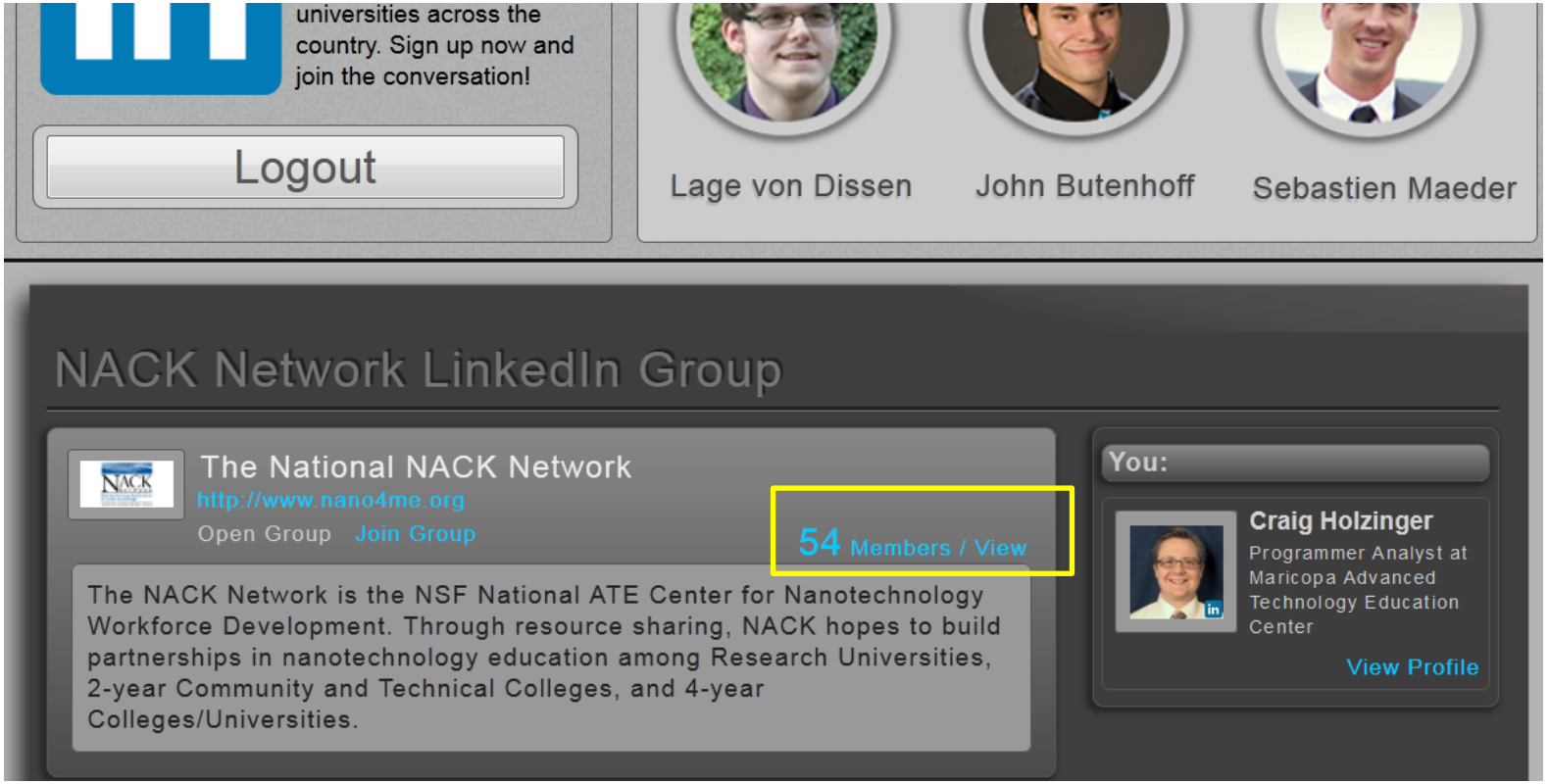
# Home Page Login

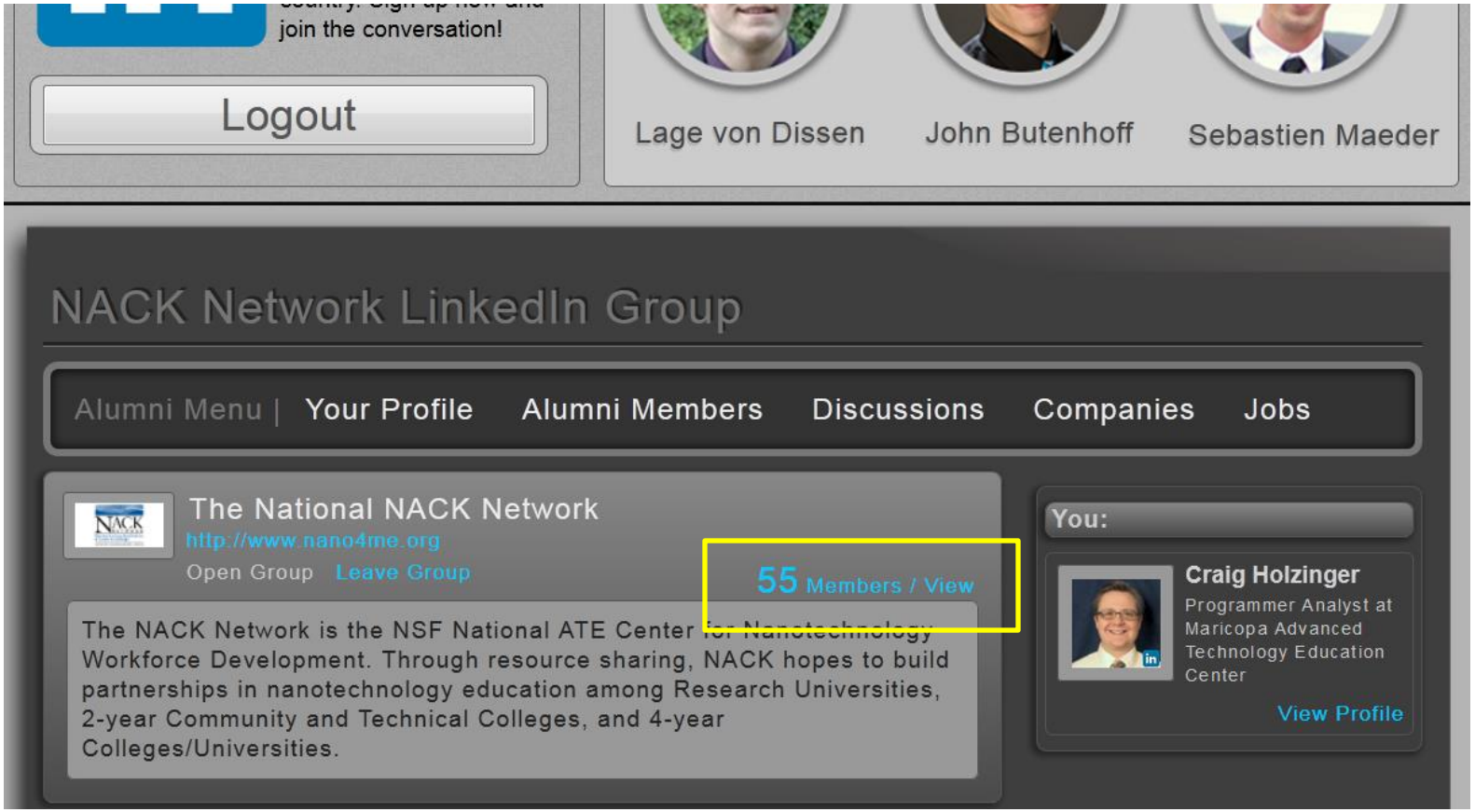
# How It Works

## You Have Logged-In

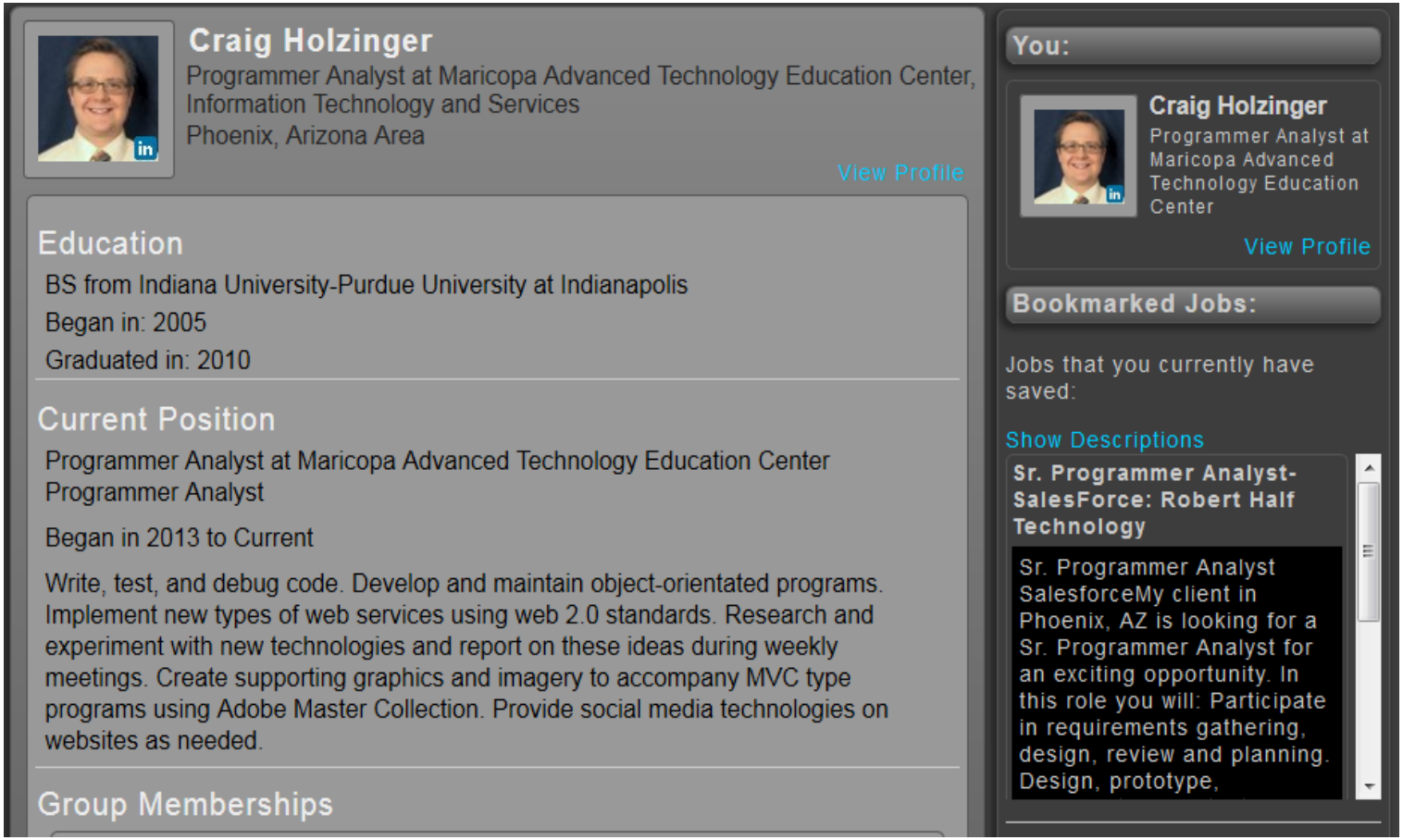


# How It Works

## You Have Joined the NACK Alumni Group



# Profile View



**Craig Holzinger**
Programmer Analyst at Maricopa Advanced Technology Education Center, Information Technology and Services
Phoenix, Arizona Area

View Profile

## Education

BS from Indiana University-Purdue University at Indianapolis
Began in: 2005
Graduated in: 2010

## Current Position

Programmer Analyst at Maricopa Advanced Technology Education Center
Programmer Analyst

Began in 2013 to Current

Write, test, and debug code. Develop and maintain object-orientated programs. Implement new types of web services using web 2.0 standards. Research and experiment with new technologies and report on these ideas during weekly meetings. Create supporting graphics and imagery to accompany MVC type programs using Adobe Master Collection. Provide social media technologies on websites as needed.

## Group Memberships

**You:**

**Craig Holzinger**
Programmer Analyst at Maricopa Advanced Technology Education Center

View Profile

**Bookmarked Jobs:**

Jobs that you currently have saved:

Show Descriptions

**Sr. Programmer Analyst-SalesForce: Robert Half Technology**

Sr. Programmer Analyst SalesforceMy client in Phoenix, AZ is looking for a Sr. Programmer Analyst for an exciting opportunity. In this role you will: Participate in requirements gathering, design, review and planning. Design, prototype,

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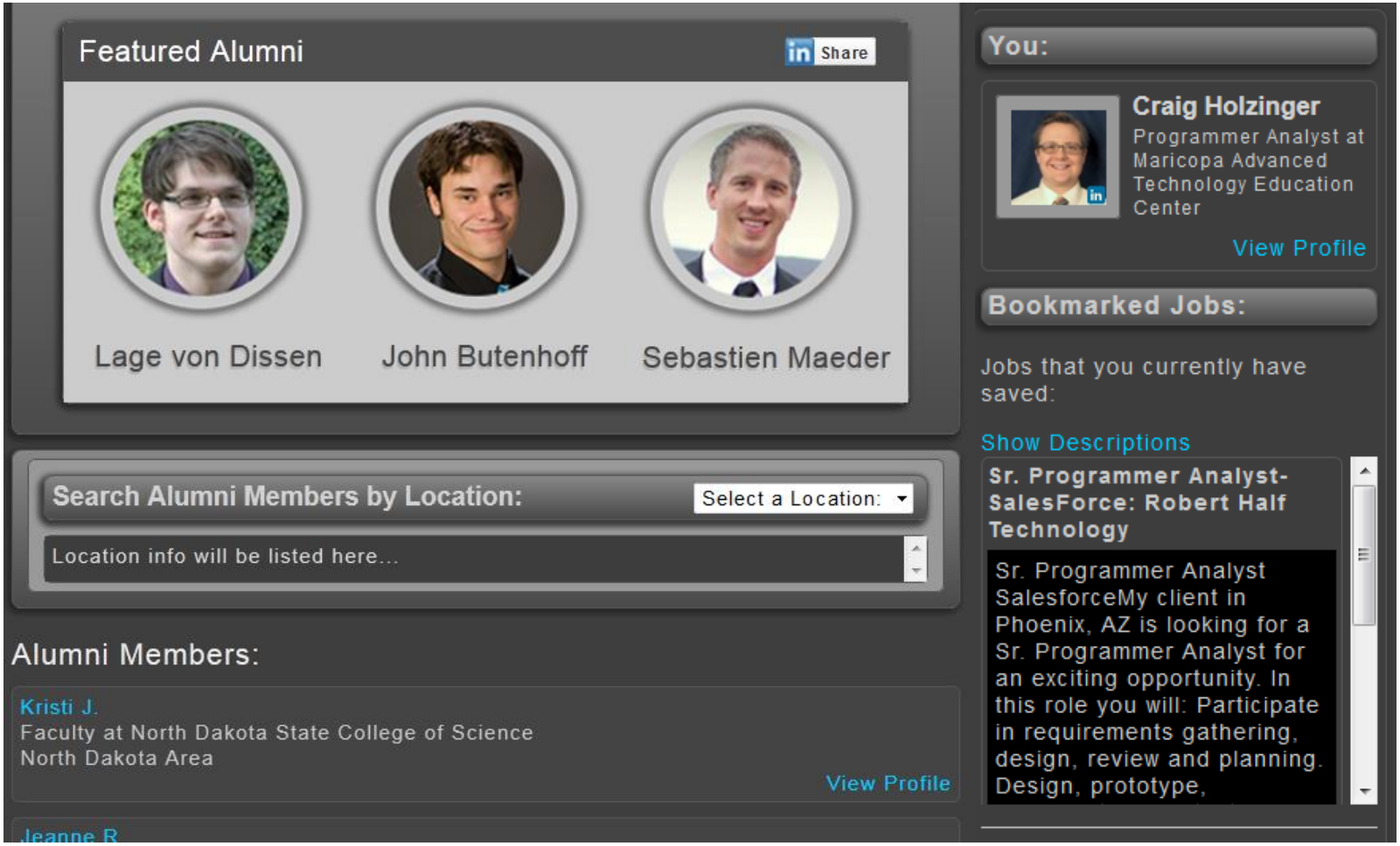
# Alumni Search



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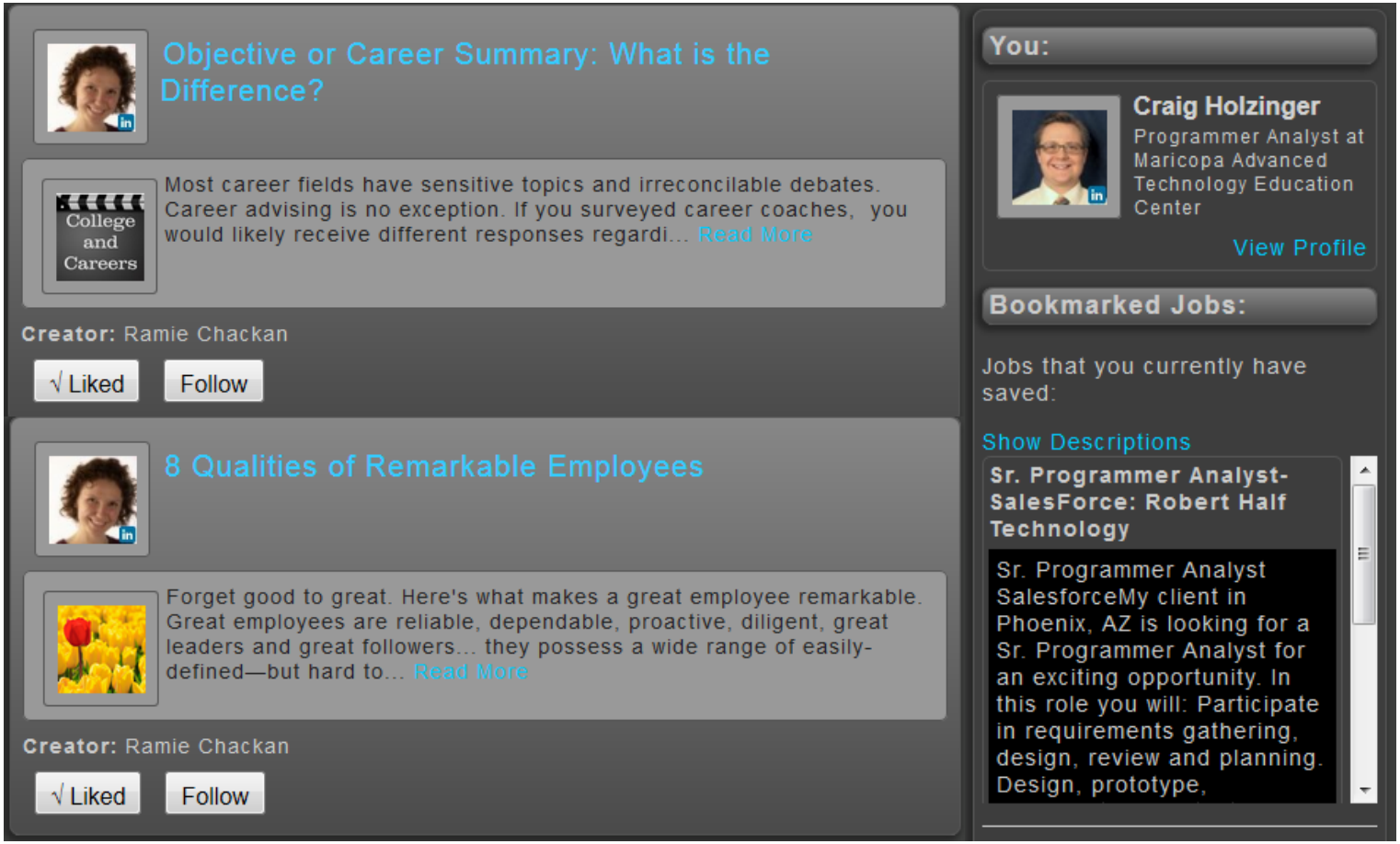
# Group Discussion



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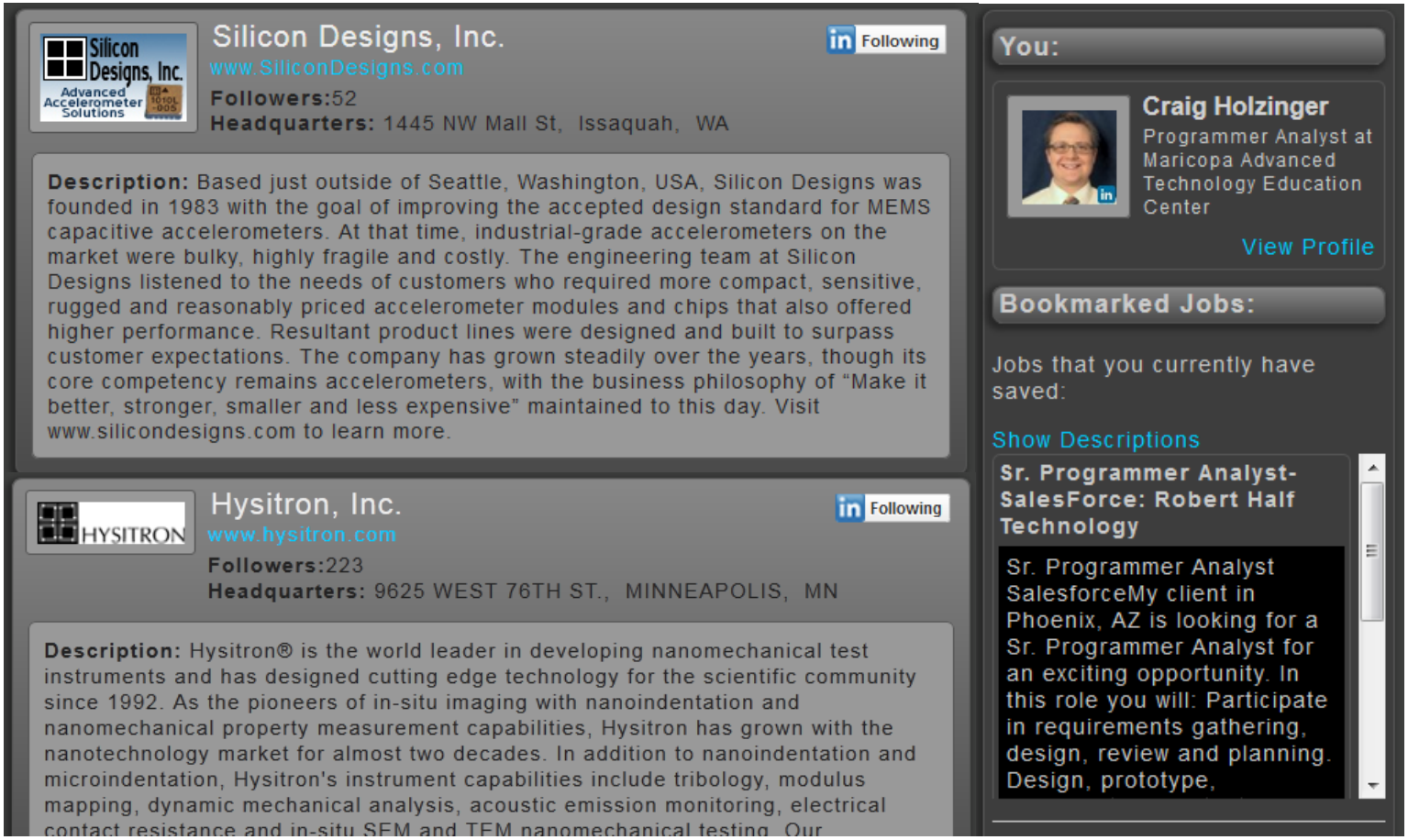
# Follow Companies



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# Suggested Jobs

## Suggested Jobs:

Jobs that LinkedIn thinks you might be interested in:

**Odyssey Information Services**
Programmer Analyst
Shreveport, Louisiana Area
Apply / Manage Bookmark

**Apollo Group - Institute for Professional Development**
Creative Copywriter
Phoenix, Arizona Area
Apply / Manage Bookmark

**Experis**
Digital Media Specialist
Colorado Springs, Colorado
Apply / Manage Bookmark

**ON Semiconductor**
Programmer Analyst
Phoenix, Arizona
Apply / Manage Bookmark

**Mindspace**
Senior Art Directors: Is your job better than this?
Phoenix, Arizona Area
Apply / Manage Bookmark

## You:

**Craig Holzinger**
Programmer Analyst at Maricopa Advanced Technology Education Center

View Profile

## Bookmarked Jobs:

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# Key Words for Working with Alumni:

CONNECTIONS
INTEGRATION
SUSTAINABILITY

QUESTIONS???