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

The National Nano Alumni Network Presents:

LinkedIn Profile Essentials: Building Your Professional Network

May 9, 2013

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WWW.NANO4ME.ORG

The NACK Network was established at the Pennsylvania State College of Engineering, and is funded in part by a grant from the National Science Foundation.

Hosted by MATEC NetWorks ***www.matecnetworks.org***

Welcome to NACK's Webinar

Presenters

Catherine Basl
Catherine.basl@seattlecolleges.edu

Ramie Chackan
ramie.chackan@dctc.edu

Karen Halvorson
halvorkaren@msn.com

Moderator: Tracy Pixler-Anderson

Our Next Speaker

Karen Halvorson

Director of National Nano Alumni Network

Former Vice President of Academic and Student Affairs
Dakota County Technical College

National Nano Alumni Network

What is it? Who does it serve?

- A Little History...
- The Mission
- Website for **alumni** of *nanotechnology undergraduate education* programs across the nation
- Visit: www.nano4me.org/alumni

National Nano Alumni Network

National Nano Alumni Network

- **MEET:** Connect with other Alumni – we are a community of nano graduates.
- **LEARN:** Ready to go to a 4-year institution? Review transfer agreements.
- **PREPARE:** Ready to look for a job? Career builder information like resumes and cover letters.
- **WORK:** Find who is hiring nano graduates, look at different job titles, and search for companies.

Our Next Speaker

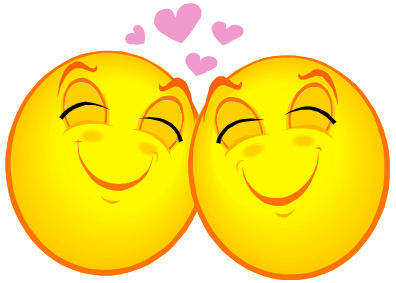
Ramie Chackan

Career Services Specialist

Nanotechnology Applications and Career Knowledge (NACK) Alumni Network

Changes

Nano4me + LinkedIn =



Benefits

- Connect with fellow Alumni
- Access Job and Internship postings
- Join the conversation
- Latest news in nanotechnology careers, education and training, and technology trends

How?

- Login in to LinkedIn via Nano4me.org
- Your information is **safe** and website is **secure**
- You will always be asked for confirmation to access your profile

Our Next Speaker

Catherine Basl

Recruitment & Employment Specialist, SHINE

(Seattle's Hub for Industry-Driven Nanotechnology Education)

For NACK Alumni and Nanotechnology Students

LINKEDIN ESSENTIALS

LinkedIn + time commitment, etiquette, curiosity, offline professional relationships, interest in learning about others, helping more than taking, industry know-how, skills, solid work relationships, paying it forward, sharing knowledge & ideas, seeing a bigger picture = powerful networking

*networking: creating and sustaining positive, professional relationships (my definition)

do you have a networking* strategy?

LinkedIn

Email Password Forgot your password? Sign In

Be great at what you do.

"As an entrepreneur, I find LinkedIn invaluable for reaching decision makers and experts."

Avichal Garg – Co-founder at Spool

Get started – it's free.

Registration takes less than 2 minutes.

First Name

Last Name

Email

Password (6 or more characters)

Join Now

By joining LinkedIn, you agree to LinkedIn's User Agreement, Privacy Policy and Cookie Policy.

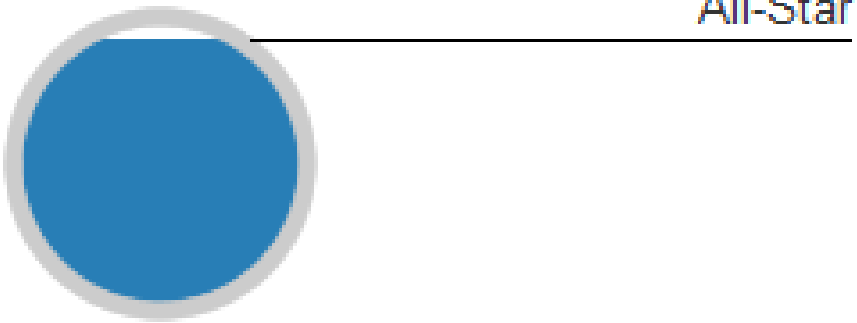
Find a colleague: First Name Last Name Search

LinkedIn member directory: a b c d e f g h i j k l m n o p q r s t u v w x y z more | Browse members by country

How would you characterize your level of LinkedIn expertise?

A. Novice: I have never used LinkedIn or just began to use LinkedIn.
B. Beginner: I have created a basic profile and feel somewhat comfortable navigating LinkedIn.
C. Intermediate: I use LinkedIn fairly often. My profile is relatively up to date.
D. Advanced: My profile is up to date. I am actively involved in groups and discussions. I'm a LinkedIn wizard!

Profile Strength



Share your profile ▸

100% profile = easier for the right people to find you

Customize your public profile URL

Your Profile → Edit Profile → click on “edit” hyperlink next to URL → navigate to bottom right of page and look for “customize your public URL”

According to LinkedIn, how much more likely is your profile to be found in searches if you include a (professional) profile photo?

A. 2x more likely
B. 3x more likely
C. 7x more likely
D. 10x more likely

Professional Photo = 7x more likely to be found in searches according to LinkedIn

Pick a Good One

Stand out from the crowd with a quality, professional photo

www.linkedin.com/

http://theundercoverrecruiter.com/7-pictures-you-should-never-use-your-linkedin-profile/

http://www.business2community.com/linkedin/the-best-and-worst-linkedin-profile-photos-0266637

Keywords

relevance is essential, overused buzzwords are not

Creative
Organizational
Effective
Motivated
Extensive Experience
Track Record
Innovative
Responsible
Analytical
Problem Solving

most overused LinkedIn buzzwords for 2012, according to LinkedIn

action + task + result *quantified*

situation + your role + value added

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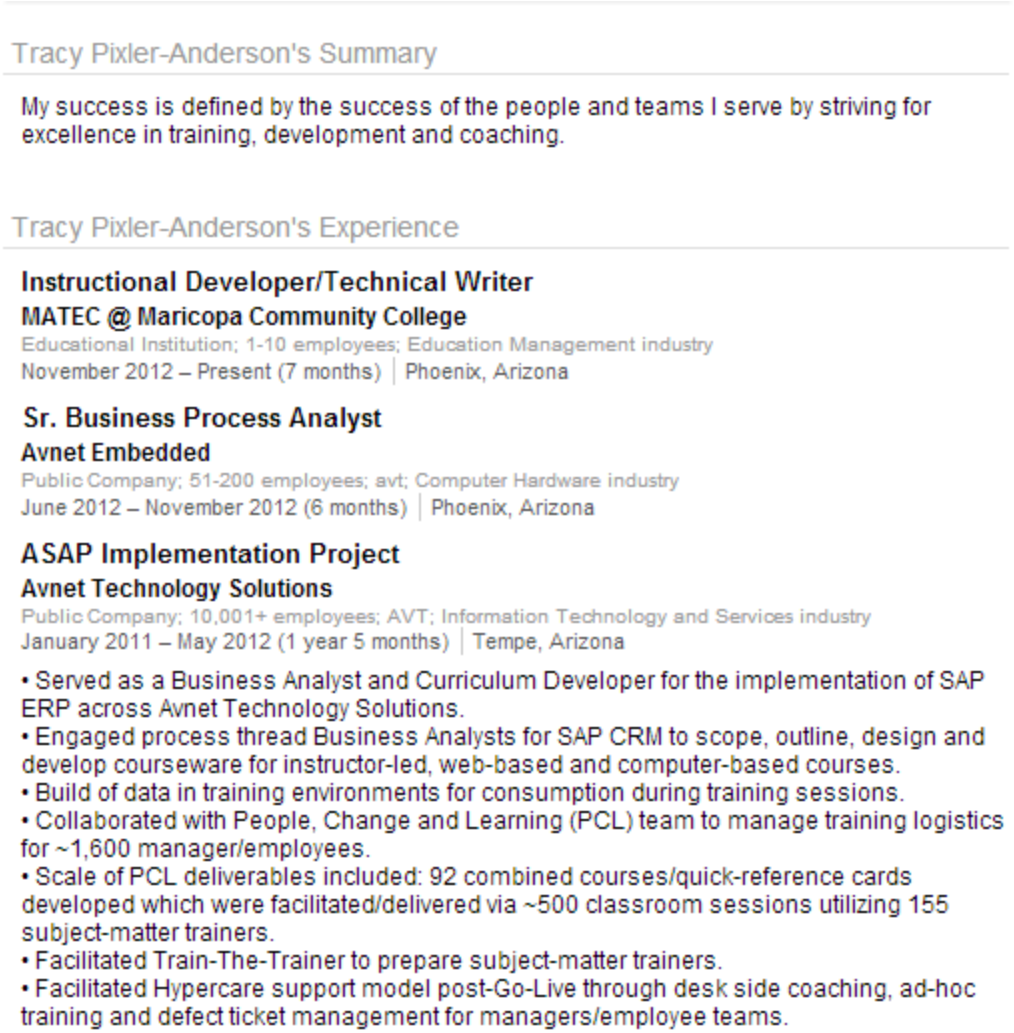
headline, summary, work experiences

Telling Stories

headline, summary, work experiences

Telling Stories



Tracy Pixler-Anderson's Summary

My success is defined by the success of the people and teams I serve by striving for excellence in training, development and coaching.

Tracy Pixler-Anderson's Experience

Instructional Developer/Technical Writer
MATEC @ Maricopa Community College
Educational Institution; 1-10 employees; Education Management industry
November 2012 – Present (7 months) | Phoenix, Arizona

Sr. Business Process Analyst
Avnet Embedded
Public Company; 51-200 employees; avt; Computer Hardware industry
June 2012 – November 2012 (6 months) | Phoenix, Arizona

ASAP Implementation Project
Avnet Technology Solutions
Public Company; 10,001+ employees; AVT; Information Technology and Services industry
January 2011 – May 2012 (1 year 5 months) | Tempe, Arizona

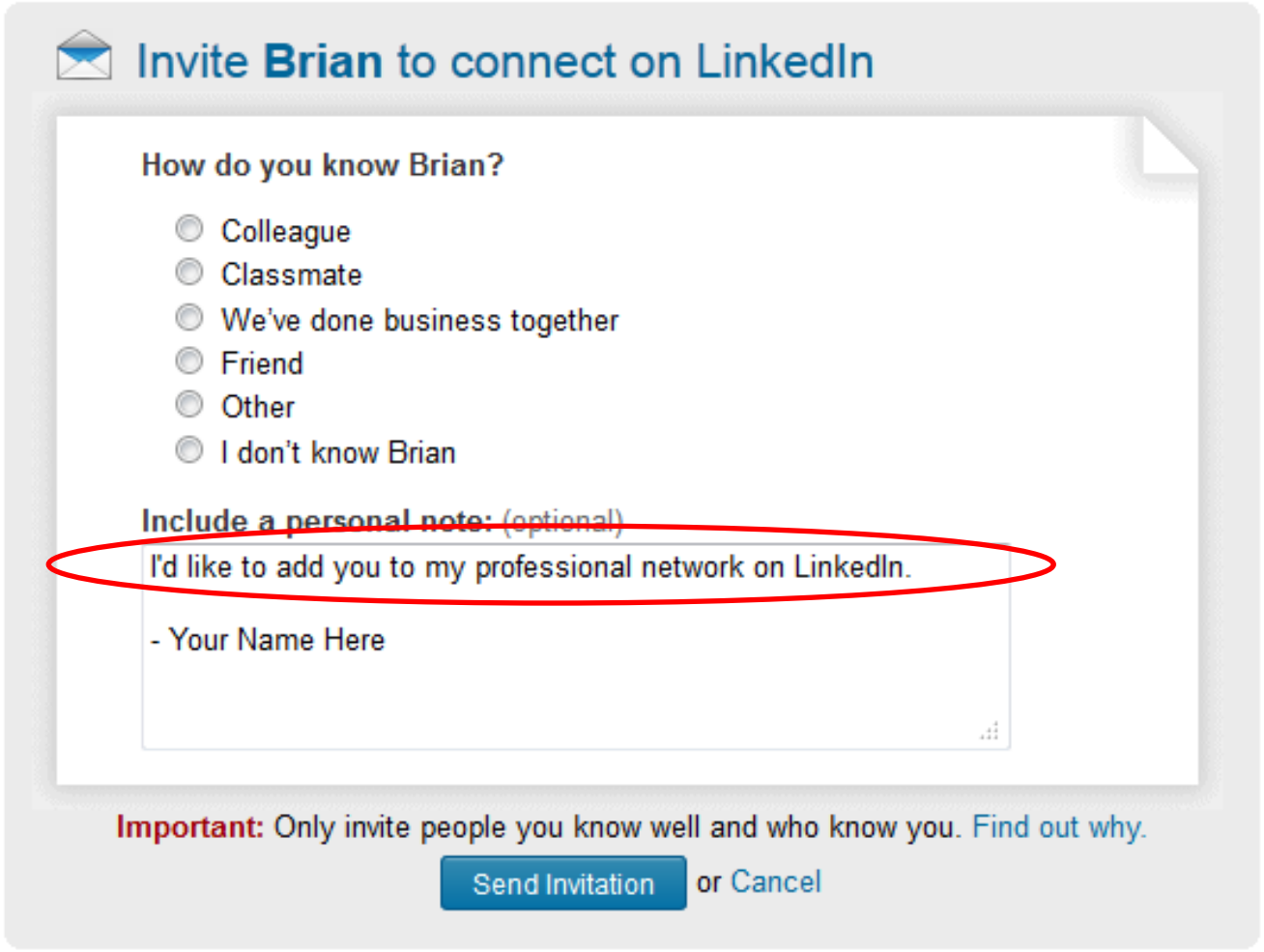
• Served as a Business Analyst and Curriculum Developer for the implementation of SAP ERP across Avnet Technology Solutions.
• Engaged process thread Business Analysts for SAP CRM to scope, outline, design and develop courseware for instructor-led, web-based and computer-based courses.
• Build of data in training environments for consumption during training sessions.
• Collaborated with People, Change and Learning (PCL) team to manage training logistics for ~1,600 manager/employees.
• Scale of PCL deliverables included: 92 combined courses/quick-reference cards developed which were facilitated/delivered via ~500 classroom sessions utilizing 155 subject-matter trainers.
• Facilitated Train-The-Trainer to prepare subject-matter trainers.
• Facilitated Hypercare support model post-Go-Live through desk side coaching, ad-hoc training and defect ticket management for managers/employee teams.

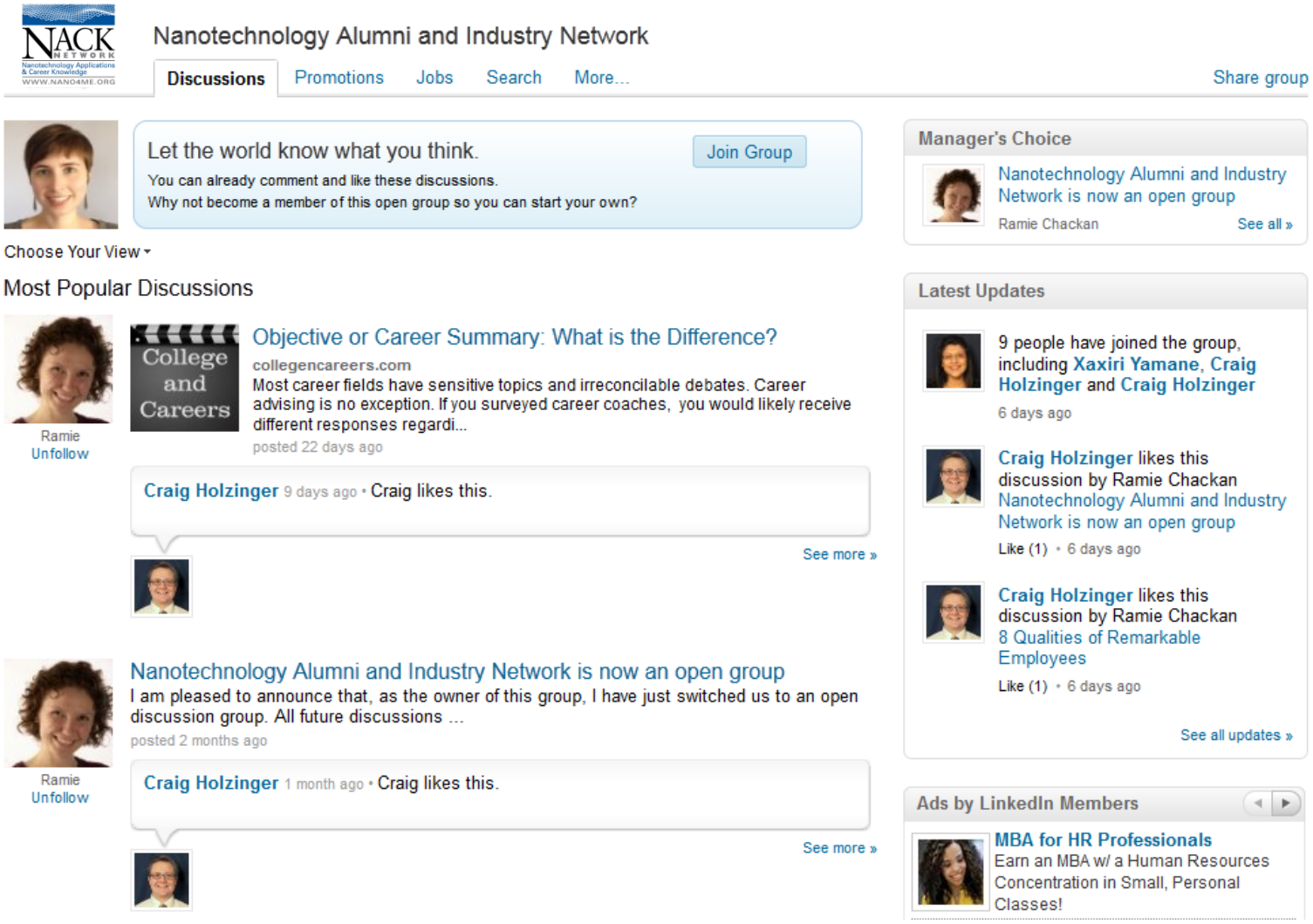
Why should you always personalize requests to connect?

A. Because your requests may go unanswered
B. Because it's an opportunity to further strengthen your network connections
C. Because it would be like walking up to a stranger at an event, not smiling, asking for their business card, taking it, and walking away
D. All of the above

Always personalize your connection requests

many professionals won't accept generic requests



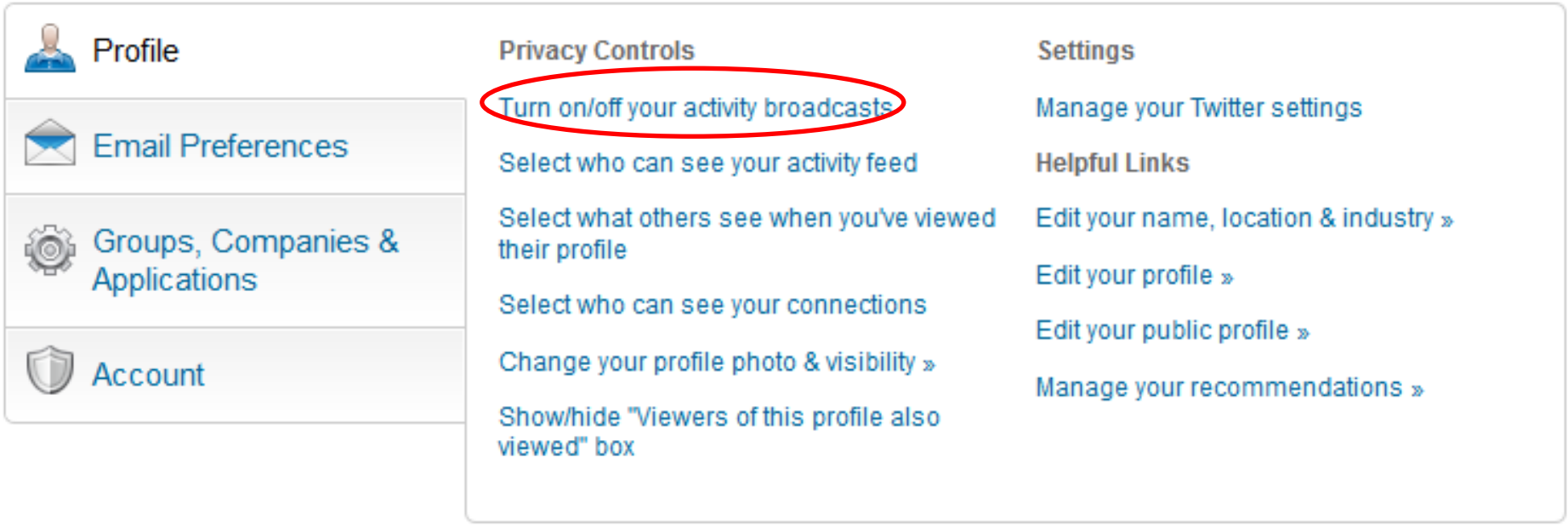


Join relevant groups

and participate in group discussions

Your Name (top right)→ Settings

to manage activity settings



Stay on Top of Changes to LinkedIn

LinkedIn: help.linkedin.com

blog.linkedin.com

Careerealism: www.careerealism.com

US News, Forbes, MSNBC, Mashable, etc.

(the business sections of online newspapers & media outlets)

Your campus career center

One final note…

Catherine Basl, Recruitment & Employment Specialist
SHINE: Seattle's Hub for Industry-driven Nanotechnology Education

THANK YOU!

A final word from …

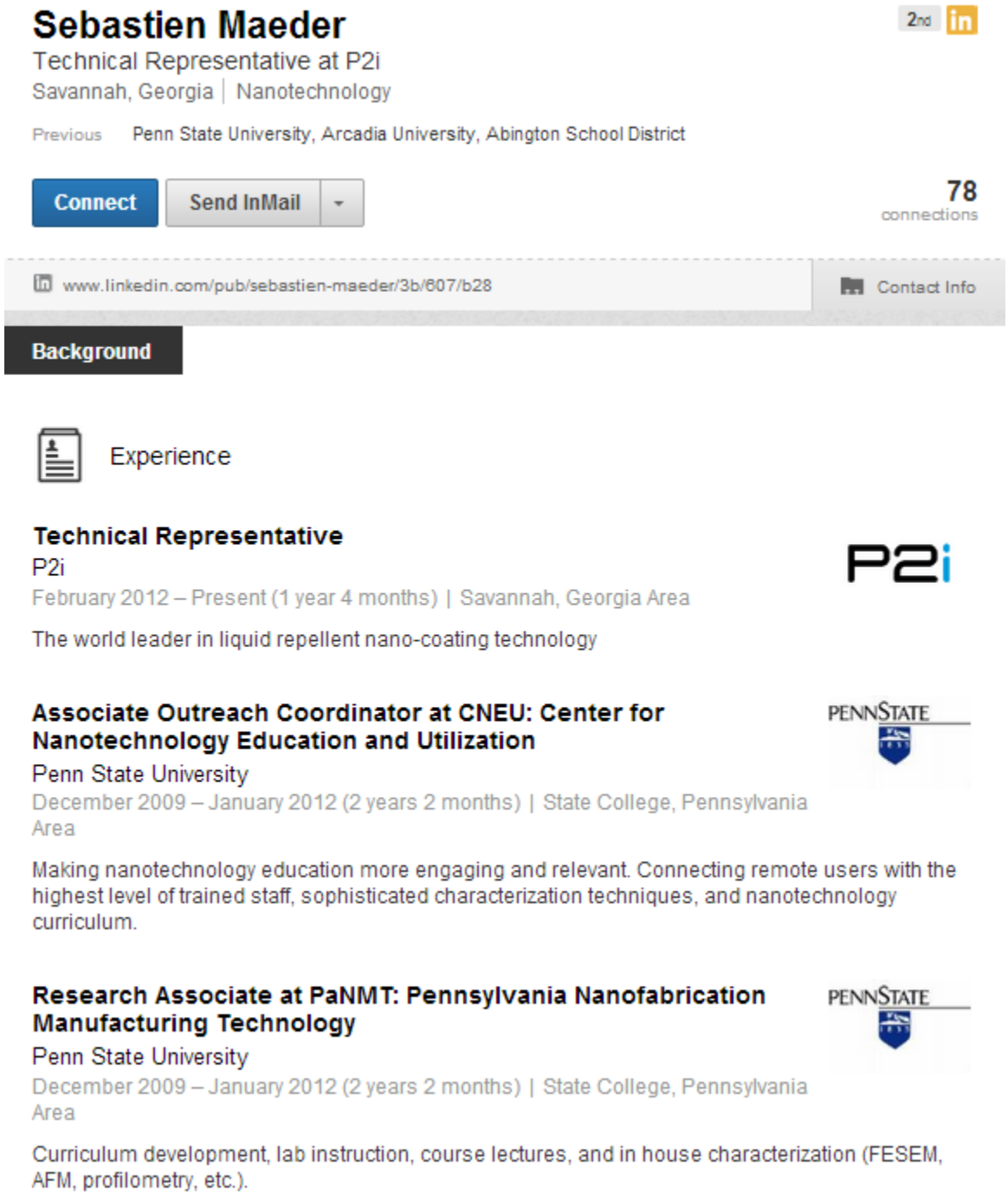
Karen Halvorson

Director of National Nano Alumni Network

Former Vice President of Academic and Student Affairs

Dakota County Technical College

Take A Look At This Nano Alumni



Sebastien Maeder

2nd

Technical Representative at P2i

Savannah, Georgia | Nanotechnology

Previous Penn State University, Arcadia University, Abington School District

Connect | Send InMail

78 connections

www.linkedin.com/pub/sebastien-maeder/3b/607/b28 | Contact Info

Background

Experience

Technical Representative

P2i

February 2012 – Present (1 year 4 months) | Savannah, Georgia Area

The world leader in liquid repellent nano-coating technology

Associate Outreach Coordinator at CNEU: Center for Nanotechnology Education and Utilization

Penn State University

December 2009 – January 2012 (2 years 2 months) | State College, Pennsylvania Area

Making nanotechnology education more engaging and relevant. Connecting remote users with the highest level of trained staff, sophisticated characterization techniques, and nanotechnology curriculum.

Research Associate at PaNMT: Pennsylvania Nanofabrication Manufacturing Technology

Penn State University

December 2009 – January 2012 (2 years 2 months) | State College, Pennsylvania Area

Curriculum development, lab instruction, course lectures, and in house characterization (FESEM, AFM, profilometry, etc.).

National Nano Alumni Network

Webinar Recordings

To access this recording, slides and handout visit:

nano4me.org/alumni/learn.php

nano4me.org/webinars.php

2013 Events Calendar

May 16: *Webinar*	Trends in Nano: Careers and Workforce Needs (Three Part Series)
May 21-23: *Conference*	MNT: Micro Nano Technology 2013 Minneapolis, MN www.mnt-conference.net
Aug. 12-15: *Workshop*	Course Resource Workshop II: Patterning, Characterization, and Applications
Sept. 16-19: *Workshop*	Course Resource Workshop I: Safety, Processing & Materials

Visit www.nano4me.org/webinars for more details about these and other upcoming webinars.

Thank You!

Thank you for attending the
NACK Network webinar

**LinkedIn Profile Essentials:
Building Your Professional Network**