

**DAA Board of Directors Meeting
November 13-14, 2009**

Breakout Session 2: Networking and Career – Your advice and help

Group 1

1. Meet with students during DAA board meetings
 - how to schedule? maybe February meeting
2. Personalize the contact to Alumni
 - request for recruiting
3. Let AA know when alumni recruiting occurs
 - follow-up/thank you
4. Internships with MOU – spell it out
 - Define experience
 - Timeframe
 - Money
 - Location
5. For non-traditional jobs/employer make extra effort to spell it out

How to better connect student with alumni?

- Summer events in cities
- Buddy system between alums and new grads – mentor for summer, for example
- Use WDI as recurring event social

General Comments on Mentoring

- It is personal
- Conversation/interacting with professionals

Group 2

1.
 - Give them a gift for coming on campus and interviewing (a care package)
 - Mailing a list of who came that would go out as a thank you
 - Special deal at WDI
 - The dinners and other options for 1-on-1
2. Smaller companies
 - Increase their visibility
 - Let alums know about how tough to get jobs
 - Duke Students don't all want big firms or companies
 - Résumé book
 - Use the Parents' weekend for a forum or opportunity to recruit employers
 - How to make financially feasible (can they do the job?) cost effective for them?
time and money
 - Web interviews/Skype type of thing
 - Make it easy and take as little time as possible

3. Internship programs
 - Are they paid or not?
 - Of course credit is a big issue
 - Can we explain internships – have a written piece about the broad range of what “internships” can be
 - Have a webinar for employers to show what they can gain
 - Use DukeConnect for this
 - Faculty help to structure what an intern could be
 - Alums don’t know of this need – make it a part of regular messaging
 - Coverage in *Duke Magazine*
 - Stories of how the internships work and help – case studies
4. How to connect students and alums
 - Use the AAAC groups (as a follow-up to their admissions help them get out).
 - Alums connect with their past affinity groups
 - When back on campus
 - Homecoming festivities are great
 - Let the students know that alums are available to come/provide expertise
 - Use the clubs to provide opportunities
 - Make DukeConnect the centerpiece of this effort
5. Mentoring – what’s it mean?
 - A relationship that evolves so can’t be imposed (organic)
 - DAA role – maybe not sell as mentoring, but as resource and allow it to proceed as determined by the parties
 - Can’t be a forced situation – BAD
 - Women’s Forums

Group 3

Engaging alums in Employment process

- Marketing all ways to connect with students
- Links in emails – give advice/get advice
- Push it more at the club level
 - “Duke Business Breakfast”
- Local emails re: job openings
- Emphasize “light” responsibilities with DukeConnect
- Frequency of connections
- Fannie Mitchell – volunteers and using “non-selected” alums in other activities
- Reunions – % of active alums volunteering
- Emphasize the “low touch”
- Women’s Forum
- Reunions – panel, sign up
- Give advice/get advice
- Ask people who have been on DukeConnect to get others involved
 - The personal touch
- Testimonials

Mentoring

What does it look like to the alum?

- Melvia example
- Dinner with students
- Get people involved in the easiest forum
- Use DukeConnect
- Get students involved now who will mentor/give back later

On campus recruiting

- How to recognize/acknowledge interviewers?
- Themes for career fairs
- Segregate small/medium businesses from large businesses
- How to do an internship from the business side
- Create an acronym/group and give membership/acknowledgement

Group 4

How to get DukeConnect Volunteers?

- AAAC Chairs
 - Challenge
- Duke Clubs
- Tent at Reunions
 - Not a sign-up there, walk around with information
 - 25th Anniversary-make a personal touch
 - Incentive
- Refresh DukeConnect Profiles
 - Reminder of responsibility-send email to all volunteers
- Reminder of expectations

Internships

- Challenge between reunion years
- Information to alumni
 - Find out what interns in that industry learned
 - Duke clubs information