Welcome RIT Alumni

We’re pleased to provide this quarterly newsletter, with information, advice and resources specifically for alumni who are seeking jobs. We’ll also provide ways you can give back to current students – by sharing your expertise and time.

The economy and job market are still in a downturn, and getting a job can be a challenge. In this climate, it’s necessary to put together a comprehensive job search strategy, and take advantage of every resource available in order to be successful.

One of your primary resources should be the RIT Career Services Office, with program coordinators knowledgeable about resources for your industry, and able to help you develop a plan to reach your goals. Our online job listing system – Job Zone - has many opportunities for recent graduates, as well as experienced alumni. Contact us today to let us help with your job search needs.

We invite your feedback, and encourage you to check out the resources available to you on our website, including programs and events specifically targeted to alumni.

Join the Job Club!

Are you currently looking for a job, and are in the Rochester area? Consider joining the RIT Alumni Job Club. We meet once a month here at RIT, for coffee, bagels, conversation, and support.

The Job Club offers fellow job seekers the chance to share experiences, make contacts, gain information and resources, and discuss job-related issues and concerns. We begin with introductions and information sharing, and contacts are shared between members (because everyone knows someone who may be able to help someone else).

A facilitated discussion follows, led by an HR or employer representative. Past topics have included your job search toolkit, using recruiting agencies, and refining your personal brand.

Job Club meets from 8:00-9:30am, in the RIT Bausch & Lomb Center. You’re invited to attend any or all sessions! RSVP through RIT Job Zone.
Have a Job Opportunity? Contact Us!

Do you remember your first co-op job? How about the satisfaction you felt when you got that full-time offer at graduation, and knew your career was off to a good start? One of the best ways you can give back to RIT is to give current students a helping hand with their own job search. Here are some suggestions:

If your company currently doesn’t use co-ops or interns, try to see where they might be used, for routine duties or special projects. Meet with your manager to discuss the benefits a co-op student could provide.

If your employer uses contract or temporary employees, suggest that co-op students may be able to fill some of these roles, especially students who have already completed several co-ops.

Encourage your company to post full-time positions with RIT, at the entry or experienced level. Recent graduates as well as alumni with many years of experience utilize our Job Zone online listing system. We’re happy to help your company develop a recruiting relationship with RIT – just contact us!

Perfecting Your Personal Brand

Your personal brand is the perception that people have of you, as compared to other people in similar positions, and a consistent message and style is essential to stand out in a sea of similar assets, says Kathleen Pringle, President of Predictive Insights, Inc. The career strategist goes on to say that as a professional, your most important job is to be the Chief Marketer of the brand called YOU.

Your personal brand focuses on what you have to offer and what sets you apart, and consists of the following elements:

- Brand equity – your strengths
- Brand Advantage – your core competencies
- Brand Passion – your interests
- Brand Values – what you care most about
- Brand Essence – your personality traits
- Brand Image – your presentation and appearance
- Brand Reputation – how other see you and what they say about you

To perfect your personal brand, Pringle recommends the following three steps:

Part I: Brand Discovery – understanding your unique promise of value (your most compelling attributes, strengths, values and visions)

Part II: Brand Communications – expressing your brand to your target audience (a communications plan and tools)

Part III: Brand Consistency – exuding your brand through your brand environment (who and how you communicate with, your personal and work styles)

Don’t forget to manage your online presence so that it promotes your brand, as information found online is used by others to assess your credibility, knowledge and experience.

If you’re unable to articulate the above, your brand could use some focused effort, and you’re missing an opportunity to stand out among your peers and achieve your goals!

Kathleen Pringle is a regular presenter at RIT Alumni Career Transitions Programs. Contact her for personal coaching at www.PredictiveInsightsInc.com

Post a co-op or full-time job on our employer website – www.rit.edu/recruit.

Come to our Career Fairs!
10 Tips for Job Search Success

Ramp up your job search with the following tips:

**Resumes:** Make sure your resumes highlight your accomplishments, skills, and experience, and are targeted to each specific job and company.

**Identify Key Potential Employers:** Develop a list of companies for whom you’d like to work, research their websites and try to make contacts within those companies.

**RIT Job Zone:** Search current listings and archived jobs, search the company database, connect with Professional Network contacts.

**Social Media:** Use LinkedIn, Facebook, and Twitter to make contacts, search job listings, and put your profile in front of recruiters who are searching social media sites for candidates.

**Professional Associations:** Be sure to join and be active in associations relevant to your industry. Attend meetings, network with members, search job listings specifically for members.

**RIT Alumni Online Community:** Connect with other alumni in your profession or industry for networking, advice, information interviews.

**Interviewing Skills:** Polish your interviewing technique with a mock interview, with your Program Coordinator, or use InterviewStream (on RIT Job Zone).

**Volunteer:** Put your skills to work for a community organization, make contacts, stay busy.

**Follow Up:** Stay in contact with potential employers by email or phone, reiterate your interest in the job and company.

**Alternative Resources:** Consider jobs with the federal government (always hiring), contact sourcing agencies (temporary, contract, consulting), look into starting your own business (there are resources to help you get started).

**Remember,** our office is available to assist with your job search. Your Program Coordinator can review your resume, conduct a mock interview with you, provide industry resources, and help you develop a search strategy.

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Be a Professional Network Career Advisor

The RIT Professional Network is a database of volunteer advisors that provides job seekers a networking resource. By joining the Network, employers and alumni create a brief career profile in RIT Job Zone. Current students and alumni job seekers then request contact with volunteers in their field of interest. They may be interested in conducting an informational interview, learning more about your industry or organization, developing a mentoring relationship with you, or investigating possible shadowing experiences at your organization. If you’re interested in being part of the Professional Network, contact Kris Stehler, kwsoc@rit.edu.
6 Quick Tips to Improve Your LinkedIn Profile and Presence

1. Add a professional head shot photo of yourself; let people see who they're connecting with.
2. Join LinkedIn groups related to your field, as well as your university alumni groups, and professional association and networking groups.
3. Add your resume and samples to your profile using the free Box.net application. Use the free SlideShare application to add presentations and videos. Find these applications (and many others) on LinkedIn under the More tab > "Applications" (or "Get more applications").
4. Use your status bar to let people know you are job seeking. Write something like, "Seeking a XX position. Please pass along leads!" Change the message slightly every week so your status will continually show up on your contact’s LinkedIn network updates.
5. Seek more LinkedIn recommendations by writing recommendations about people you respect first. Many of these same people will gladly write recommendations about you in return.
6. Improve your LinkedIn search rank by adding relevant keywords. These are words frequently used in job descriptions in your field. Use them throughout the “Experience” section of your profile. To learn how you rank, type your title or business function and your city name into the “Search people” box and then note how high you are listed in the search results when sorted by relevance.

Resources for Alumni

Career Development:
Career Development Services – www.careerdev.org
Rochester Works – www.rochesterworks.org
Training Insights – www.training-insights.com
Predictive Insights Inc – www.predictiveinsightsinc.com

Business Development:
Greater Rochester Enterprise – www.rochesterbiz.com
Rochester Business Alliance – www.rochesterbusinessalliance.com
The Entrepreneurs Network – www.ten-ny.org

Networking:
The August Group – www.augustgroup.org
Digital Rochester – www.digitalrochester.com
ABCPNG – ABCPNG@yahoogroups.com
LinkedIn – www.linkedin.com