Welcome to Craft Your Career Plan.

I'm Lisa Cook, senior director, Career Services, and

I'm really pleased to say that we have our whole Career Services Center team on this webinar to talk to you all this evening.

And, so, we have Dina Bergren, Nicolle Skalski, Denise Pranke and Angie Lira.

And, so, we're really excited to deliver this webinar this evening.
We think it's going to be one of our best and most important webinars yet.

And why do I say that?

Well, we ran a student satisfaction survey at the end of last year, and we found out that 5,833 students wanted to craft their own career plan.

And of the students who answered that survey question, that was about 21% of the students who answered the question.

So, one in five was a really big number. We were surprised.

And the other thing that came out of that is, we asked our Walden students in that survey how many wanted to use their degrees to change their jobs or change that career field.

And amazingly, the same percentage came in, for those who answered that question, it was also 21%.

So, we decided, that's a lot of people to talk to one on one to deliver their career plan, so we decided, let's team up and collaborate and deliver our webinar for this month on this topic in hopes that we will give you some ideas to jot down in your career plans during the webinar and, so, in addition, if you want one-on-one help after that, then you're welcome to make
a one-on-one appointment with one of the members of our advising team.

So this is a good starting point and we’re really pleased to see such a strong turnout on this webinar.

So that's said, I'm going to now introduce you to our Career Services Center team.

As I mentioned, there are five of us, we're all located in Minneapolis, Minnesota.

In case you're wondering, we actually work in a real office building.

I actually had a student once ask me in an academic residency if we worked out of our cars.

And the answer to that is no.

We actually work in an office building in downtown Minneapolis, a couple blocks from the Mississippi River.

So, what I'm going do is I'm going to introduce you to our Career Services team and I'm going to not just stop at their job titles, but I'm going to introduce them to you, the way I would like you to introduce yourselves to other people.

I don't want you to stop at a job title.

I want you to introduce yourself in terms of where you're headed in your career, what you're good at or what you're known for.
So, starting top left, we have Dina Bergren, our associate director of Career Services. And she is our web technology guru. So she heads up our website and she did a huge revamp of our website last year, put it into a whole new platform, she taught herself HTML so she is our head tech person.

Okay.

And, so, on the top right is Angie Lira, who also has exceptional technology skills, and she devotes her efforts more to the social media communities that we have. And, so, she is the person who heads up our Twitter community, our Facebook community, there's always fantastic, phenomenal graphics for our webinars and for our programs. And, so, if you're following us on Twitter or you're a member of Facebook, Angie's the person who's developing all that terrific career-related content.

And then on the bottom left, we have Nicolle Skalski, who is exceptional at helping people market themselves and brand themselves, and she is very well-known for being our LinkedIn expert.

She develops a lot of our content for our LinkedIn
cafes and she manages our Optimal Resume system, and if you aren't familiar with that, that's a system where you can develop your resume.

And we currently have almost 11,000 students and alumni using that system.

And then on the bottom right is Denise Pranke, and Denise is our metrics maven, I don't know what I would do without Denise because she is our key numbers person.

We track all the students that use our various services, so we know what's popular with students.

We even study what our biggest turnouts are for our webinars in terms of maximizing our attendance.

We want to offer our webinars at the time that fits our students the best.

So we watch those numbers very carefully.

So, Denise is always tracking our trends and tracking our metrics to tell us how we can continue to improve our services.

So, you notice that I didn't really focus on anyone's job title.

I introduced them to make them more interesting to you by telling their story and what they're good at.

And I encourage you to do the same as you introduce yourself to other people throughout your Walden career.
So now we're going to walk you through three important elements of making a successful career transition.

The reason that we're going to ask you to key in on these three key elements that Dina's going to introduce is because we want you to take full advantage of opportunities that arise during your academic program to strengthen these three areas as part of your career plan.

So, with that, I'm going to hand it off to Dina, who is going to introduce our objectives.

>> Dina: Thank you, Lisa.

And today we will master our E.P.S. formula of experience, people, and stories.

This formula is the foundation of developing your career plan.

We will then help you generate career goals and specific action steps to manage your career.

Consider how engaged are you in proactively managing your career.

What group is yours.

Those who dream, those who make it happen, or those who wonder what happened.

We believe that all of you are in the "make it happen" group since you're pursuing your degree at Walden and
by attending this webinar.

By crafting a solid career plan, you can take steps to achieve your goals and turn your dreams into reality.

Stephen Covey, author of the book "Seven Habits of Highly Effective People," advises to always begin with the end in mind, to reflect on your end goal ask yourself these questions.

What prompted you to pursue your degree in the first place?

What is your goal for your degree?

Is it advancement in your current field, career transition into a new field, entrepreneurship, higher ed teaching or maybe even consulting?

Where do you shine?

Are you tech savvy, a great public speaker, an effective project manager?

In other words, what are you the go-to person for?

What do you enjoy doing most?

What are your interests at work and outside of work?

What are your values?

For instance, are you seeking to support Walden's social change mission?

What difference do you make in your local community, at work, or in your professional community?

And, finally, take time to visualize yourself in your
future career.

Who will you interact with?

What environments do you drive in?

And in what ways can you pursue your passions?

After taking time to assess your interests, skills and strengths, you’re now ready to start planning your evolving career.

Featured here is our career plan model, experience, people and story.

We adapted this model from Herminia Ibarra’s book, Working Identity.

As reflected in this diagram, managing your career involves gaining experience, meeting new people, and communicating your career story to others.

Before we share our strategies for building your E.P.S., let’s get some input from you.

What area will you focus on as your top priority?

Is it experience?

People?

Or story?

Go ahead and type in your responses in the questions box and, Nicolle, will you share those responses with us?

>> Dina: Sure.
I have Elaine says experience.

Janile says experience.

Allison says my story.

Hyacinth says story, people.

We have the whole gamut.

Some people say people and story.

Excellent.

So we have all of those.

And some are saying a combination of all three.

So, you all are in the right place.

Some people are wanting a little bit more explanation, so, Howard, don't worry, because we'll be providing lots of examples of experience, people and story.

Thank you, Dina.

>> Great, thank you, everyone, for your feedback.

And now Angie will lead us into our next topic.

>> Angie: Whatever your career goal, whether it is to change careers, advance in a current career, re-enter the workforce or impact social change, an important part of marketing yourself to a new opportunity is being able to quickly communicate your brand.

That is where a career mantra can come in.

A career mantra is a simple, memorable three to five-word statement that outlines your core values and goals.
Keeping your end in mind, why are you passionate about your chosen career path?

What do you hope to contribute and what is your internal purpose?

These are the building blocks of your career mantra.

Now I'd like to give you a few minutes to share your career mantra in the question box.

And I'll give you a couple minutes just to add that career mantra, while we look at some examples.

So, as you can see here, making my organization look great.

Supporting employee engagement.

Connecting people to their passions.

So, let's take a look at some of your career mantras.

>> Nicolle: Wow, some people are already commenting that they love how interactive this is.

So that is great.

I help find inner peace.

Helping people advance.

You guys are hitting the nail on the head.

This is great.

They're coming in so fast I can barely read them.

I deliver projects on time.

Great.
I enjoy digital marketing and research.

Learn as much as I can to help others.

Helping students to academically excel.

To make scientific literacy accessible to all.

Fantastic.

>> Angie: These are great examples.

>> Nicolle: I want to open a nonprofit agency to retrain dogs for the disabled.

Teamwork and collaboration.

Motivating people to advance.

And become successful mentors.

We'll take two more.

Contribute to success stories of students and I'm an excellent problem solver and want to help people maneuver through health care benefits.

You guys are fantastic.

>> Angie: Really good examples.

>> Nicolle: Take it away, Angie.

>> Angie: So the first step in making a career plan is to assess your situation.

This may only take a few minutes of reflection or it may take much longer, depending on your situation.

Researching career viability is an important part of identifying where you see yourself in the future.

You can start with a big idea.
So, for example, I would like to be a public health educator and then use your resources to identify what opportunities are out there.

Start gathering some information.

First, consider your qualifications.

Do you need a license or certification?

Do you need a specific level of experience?

Consider potential employers.

Should you be marketing yourself to nonprofits?

Hospitals?

Schools?

You may even want to research the largest employers or pull articles highlighting the best places to work in your area.

Consider where jobs are located.
Are there many opportunities in your regional area or will you have to move?

And, finally, consider who you would like as colleagues and what environment you would work best in.

Once you've gathered this relevant information, it will be much easier for you to create action steps.

Think of this as reverse engineering.

Where can you find this information?

One great place to start your research is online.
You can search available opportunities on general job search sites, like indeed.com, SimplyHired or ZipRecruiter.

Or you can focus on sites specific to your field, like higheredjobs.com or Dice.

You can research salary information on Glassdoor or PayScale, network with others in your profession, using LinkedIn, Twitter and Facebook, and, of course, you should definitely take advantage of the Career Services resources like our industry-specific webinars, Walden career connections networking events, and the resources tab on our website, which lists job boards, LinkedIn groups and professional associations by college.

Now that you have a clear idea of what employers are looking for, identify what it is that you have to offer.

Employers are looking for a balance of relevant experience and education.

So, think about making a list of the key skills and knowledge that you are bringing to your targeted position.

These can include transferable skills that -- if you're targeting a career change or more hands-on experience if you are advancing in your current field.

This process may also alert you to gaps in your
experience.

By identifying your weak spots, you can take action to make yourself a stronger candidate.

For example, say you would like to be a higher education instructor and have a wealth of experience in your academic discipline, but no teaching experience.

You can make a strategic plan to gain new skills. Start volunteering to teach classes in a local community center, conduct training workshops in your current position, or even volunteer to be a guest speaker in a college course.

Now I'm going to hand it back to Lisa.

>> Lisa: Great.

Thanks, Angie.

So, I'm going to be covering the people component.

Angie did a fantastic job of thoroughly covering how to gain new experiences.

And, remember, it's the E.P.S. formula, experience, people, story.

So I'm covering the second part, so how you build your professional network.

Okay.

The main ways are connecting both online and off-line.

And, so, some resources that you might not be familiar
with that we wanted to bring to your attention, the Walden online community, which you can access through your mywalden portal, if you click on that student life tab, and I know that you're all busy working folks with a lot of responsibility, you might not have touched on that tab yet, but visit the student life portion of your portal and you will find that they actually have mentors for various academic programs within that Walden online community that you can reach out to. They have a lot of community chats going on on various topics.

So you can meet folks in your program and alumni, as well as students. So it's a great resource for you to give a try. In addition, there's some academic resources that you might want to take a look at.

Scholar works available through the Walden Library is basically an online resource for finding scholarly output of the Walden University community, both students, alumni, and also faculty as well. Research Gate is a way to connect and collaborate with colleagues in your field and also it offers job listings in research and academia. And then COS Pivot is a way to find funding resources for a research topic that you might have and also to
uncover who is doing what kind of research in your field.

Sooty a great way to stay updated on trends in your field.

Also, we recently launched something we're very excited about, Walden Career Connections, which is a new offering, where you can connect with Walden students and alumni live online in virtual chat rooms.

And, so, we just offered our first event, and we're looking forward to offering many other events.

Angie is our manager for that program, and, so, we found that students really enjoy the opportunity to connect with other students live.

And, so, we divided our first program by college, and, so, for example, students in the college of management technology could connect with students also in that college.

And, so, they basically engaged in eight-minute chats where they could just talk about their career interests and professional associations, career goals, et cetera.

And they could follow up with those students after the event through linking with them on LinkedIn or e-mailing them.

So, just a fantastic tool and we're really excited to
have launched that this spring.

Also, you can join various LinkedIn groups, we have a LinkedIn Walden -- excuse me, Walden University Career Services LinkedIn group, which is approaching 4,000 members.

You can link to subject matter experts in your field through joining Twitter and following experts like Daniel Goleman for emotional intelligence on Twitter and various other social media groups.

Also in your Blackboard classroom, remember that you've got the class cafes where you can connect with students.

And also your faculty members will also often offer another platform for you to raise questions about topics of interest in your online classrooms.

So you can connect with other students that way.

So, I know you all enjoyed the interactivity so, I'm going to throw this out there. What other ways do you connect on people with online besides the ones I've mentioned?

So let's see if we get some new ideas from our audience.

So go ahead and type that in the questions box.

Facebook.

Skype.
Local organizations.

There's a Walden University Facebook group.

Definitely.

Very well large community.

Google Plus.

LinkedIn, Facebook.

Facebook is really huge, yes.

Blogs, great.

Some students are actually creating their own blogs.

Regarding their academic progress.

YouTube, Instagram, international organizations.

Terrific.

A nice overview of different ways to connect with folks.

Networking events, residencies, local alumni.

Great.

You can request through our alumni relations department to be connected with an alumnus in your area.

So that's a great way to meet other Walden folks.

I volunteer my time and give free community lectures on service dogs.

Great.

Okay.

Professional associations, counseling associations.
You guys have a really good handle on this.

Well, I'm going to next introduce you to an e-mail that a Walden University alumnus, who actually works in our office, it's Dr. Kristina Harris, because she has finished her doctorate of business administration degree.

She shared with me that she reached out to someone who had written an academic journal article that she found very interesting, and it ended up that this person was a key connection for her and the person happened to live in Bulgaria and Kristina lives here in Minneapolis.

So I thought that was an amazing connection.

It was very clever for her to reach out to this author of this journal article because she noticed the author's e-mail address at the bottom of the journal article.

I thought this was very out-of-the-box thinking, I wanted to share it.

She writes, Dear Ms. Orda November a, I'm a doctoral student at the Walden University in the United States.

My doctoral research is focused on microenterprise development in Bulgaria and I'm planning a visit to Sofia, Bulgaria in September.

I find your research studies very enlightening and
helpful in my research.

I welcome the opportunity to speak with you about my research and your research.

I look forward to hearing from you and possibly meeting you.

What happened, this author replied to Kristina, definitely wanted to meet with her, met with her in person over in Bulgaria and Ms. Yordanova ended up introducing Kristina, that ended up being instrumental in her doctoral study and as a result of that connection, Kristina ended up doing a poster session in Bulgaria about her research.

So it was just an invaluable connection and one I wanted to share with you because I think it was very innovative and creative the way she approached it.

So next slide, please.

Now I’m going to talk a bit about connecting off-line and a lot of these were mentioned already, because you guys are fast and furiously typing in the question box ways that you’re connected.

As you mention, residencies, professional associations, networking events, volunteering, you can join a nonprofit board, you can join Toastmaster’s which is the international organization known for helping people
with their public speaking skills, that's a great way
to connect with other professionals and solidify your
public speaking skills as well.

And then, finally, meetups, which is a way to socialize
with folks in an informal setting over a common
interest or a hobby.

So, for example, if you go to meetup.com you can create
an account and you can join a book club in your area or
a group to go hiking or biking or meet for dinner.

So there are all types of meetup groups.

There are also professional networking meetup groups as
well.

So you might want to check out meetups in your area
because you just never know where that next invaluable
connection is going to be located.

So, we highly recommend that you devote your efforts,
both online and off-line.

And, so, once you connect with folks, how do you stay
connected?

Especially since we’re a virtual university, how do you
connect with class colleagues in other locations?

So, some ideas we have, Google Hangout, Skype, phone.

Are there any other examples that you have of ways that
you connect with folks in your classes?

Okay.
E-mail.
Yes.
Great.
WhatsApp, that's interesting because I attended the Anaheim residency and I was introduced to that by a group of students who wanted to keep in touch post-residency.
That's interesting.
It seems to be catching on.
Telephone, Facebook, right, you can friend a friend on Facebook, some professors have communities on Walden, too, my best friend and I enrolled together after we graduated, we met in person for the first time at residency.
That's great.
Twitter, great way to stay connected, following folks on Twitter and commenting.
We had a recruiter, actually, who located a prime candidate for a job from Twitter because she had posted a job and the person was posting about their long commute and they connected through Twitter that way.
LinkedIn.com, LinkedIn is so handy, like an online Rolodex and you get the automatic update of people in your network so it's very handy that way.
Great.

Thank you so much.

And, so, with that I’m going to hand it off to Denise now, who's going to talk about telling your career story.

>> Denise: Thanks, Lisa.

So, so far we've looked at strategies to gain new experience and connect with new people.

Now we’re going to look at strategies to communicate your career story.

People rarely remember a series of facts or a general list of skills, but they do remember stories.

To develop your stories, examine your values, passions, skills, education, including major, academic project, and research interests, paid and volunteer experience, as some of you mentioned, and your professional network and any other professional experience that you've had.

Think about your accomplishments and achievements in all of these areas and, again, why are you pursuing your degree.

As you reflect on these areas and questions, look for common threads or themes and how you've evolved.

And next here are some possible themes to consider.

How your degree is changing your career.

How you share your passions to help others.
How you’re building new skills and relationships through volunteer work.

How your career goal relates to positive social change.

So, as you develop your theme, consider the big picture of what you want to convey about yourself to others.

And this is what many of you shared at the start, those big picture, this is what I do.

And then as Angie said earlier as well in the presentation, think about your career mantra or professional brand.

What gets you up in the morning?

And then next, craft stories that strengthen and support your career theme.

Your story should be detailed and concise examples of your achievements and accomplishments.

Start with a clear purpose.

What is your goal for telling the story?

For example, are you preparing for a job interview or a networking event?

Do you want to illustrate your values, your leadership skills or technical skill?

And as you craft your stories, keep this framework in mind.

Give a brief description of a challenge or problem you
faced and provide context.

Describe the action you took to address the challenge, what did you do?

Did you take a leadership role in finding a solution?

And then include results.

Who or what was impacted?

And quantify whenever possible the number of people served, processes improved, the goals that were met, you know, was there risk reduced, were there fewer accidents, was money saved.

And then tie it in to your current situation or a future role that you'd like to have.

The key to good storytelling is pacing.

A good story has a clear beginning, middle, and end and a connection to the listener.

Keep it relevant and concise and provide enough detail to make it interesting but not so much that it becomes a situation where it becomes where you're rambling on.

So, keep it concise, but enough detail for interest.

And then next, consider these ideas and experiences to strengthen your story.

Participate in skills-based volunteering opportunities related to your career goals.

If you're currently employed, talk to your supervisor about opportunities to expand your job duties.
Take on a leadership role to complete a project or solve a problem.

Serve on a nonprofit board.

Deliver professional development presentations on a topic of interest to you and your organization.

And then remember to keep a journal to track your accomplishments so you don’t forget.

And then next, you can showcase your story in multiple venues.

Highlight your nonprofit and social change work on your LinkedIn profile.

Write about your research and trends in your field on a blog.

Share professional information on Twitter.

Share your accomplishments using the challenge, action, results framework on your LinkedIn profile, resume, C.V., and cover letters and an e-portfolio.

And then also think about conducting informational interviews to become comfortable communicating your career story to others.

And also share your stories during job interviews as well and as you network at professional events.

And then present -- consider presenting at conferences, poster sessions or publishing.
So, these are all ways to showcase your story.

And with that, I'm going to turn it over to Lisa to moderate your questions.

Lisa.

>> Lisa: Great, thanks so much, Denise.

So, just before I go into the questions, I just want to give a shout-out to Rosalind who stated that she is the vice president of public relations for her Toastmaster's chapter and she says it's been a great opportunity.

So thank you very much for sharing that with us.

And, so, one question that came in, and I'm going to direct this to Nicolle, as our Optimal Resume program manager, how do I get my code for Optimal Resume to be able to use the system?

>> Nicolle: Oh, yes.

So, actually, we've been getting a lot of questions for that.

And there's two things we can do.

One, you can e-mail me at optimalresume@waldenu.edu, and -- because I'll need your name and e-mail address, and then I can go in and get the code for you and send it to you.

And the other thing is many times the codes are going into your spam folder, so you can check that.
Great.
Thank you.
And I'm going to just throw this out to anyone who wants to take it on.
It's a tough question.
So, with regards to LinkedIn, how do we keep our identity safe when we're putting out our pictures and our resume information?

Lisa: I can start it.
If anyone want to chime in, feel free.
You can limit your settings in LinkedIn so that only people who are connected to you can see certain information but you basically want to check out the settings in LinkedIn and you can limit what's out there in terms of what the public can see.
And, actually, you can click on your profile, too, to see once you limit those settings what the public is able to see as far as your profile goes.
Does anyone else want to add anything?

Angie: I would also say that being successful in your field of study -- or in your field does require you to have a certain reputation, so, some of that information, like where you've worked and your career history and your accomplishments, I don't know that you
need to necessarily shy away from having those be known, especially within the community that you work in and that you live in.

You don't necessarily have to put out an e-mail address or a phone number that's associated to your personal account.

You can put out information that's more work related and will be targeted by people who have business interest.

>> Denise: And I'll add that recruiters look for talent on LinkedIn as well.

Over 90% of recruiters are looking for talent.

So in one sense, you want to be able to be found on LinkedIn.

>> Lisa: I just put one caveat on there.

If you're a private detective or a law enforcement professional or you're in a top-secret job, you might want to just question whether it's good for your identity to be out there.

Because we have had that question come up from students, so, that's why I always take that question very seriously when we get that.

So just keep that in mind.

There are always pros and cons to be weighed on something like that.
So thank you all very much for chiming in.

It's great ideas and feedback there.

So, another question, any suggestions for overcoming frequent job changes as well as a career transition?

>> Denise: I can jump in on that one.

To overcome that a strategy would be to start looking for relevant volunteer work as soon as possible. And make it a skills-based volunteer work so you're going to be meeting people in your field, you're going to be gaining experiences to talk about, you're going to be able to add to your story and have content to put on your resume, your LinkedIn profile and examples to talk about in an interview situation.

Volunteering is an excellent way to help you make that transition, but you want it to be something that's going to be relevant to your career goals. And then keep track of what you've done in that volunteer position.

And sometimes volunteer positions will lead to paid employment.

We've seen it happen many times in Career Services. And if you're thinking, well, I don't have enough time to volunteer, look at your schedule and say, well, maybe I could do one hour every Saturday.
It doesn’t have to be a lot of time, but if you do it often over a long period of time, you’re going to gain that experience and you’re going to get to know people.

>> Lisa: Thanks, Denise.

And another, what if volunteering is not an option?

And then another student answered the question right after that, this other student said, I’m a military spouse and when I move to a new area, I join professional networks in my field.

So, if you can’t volunteer, you might want to join your professional association and maybe there’s a volunteer opportunity to be had there, where you just have to help call people to recruit them to be conference speakers.

So there are other ways to gain experience outside of volunteering in the way we typically think about volunteering.

>> Denise: There are also virtual volunteer experiences, too.

>> Yes, virtual volunteering is a great way to gain experience, a student who built a life skills training guide through virtual volunteering and that’s led to opportunities for her.

>> Lisa: Great.
Okay, the questions are really flying in here.
Okay, I just want to answer an easy one.

So, will this webinar recording be available?
Yes, it will be archived within a week after tonight's
live presentation with the slides.
So, thanks for that question.
Okay.

So does the federal government look at LinkedIn?
Anyone want to field that?
Recruiters, I would assume that they probably do.
And, so, because they say there's a statistic recently,
94% of recruiters are using social media to check out
candidates.
So, actually we have someone in our LinkedIn group for
Career Services, Bill Brantley, he's a LinkedIn member
and a huge user, as a matter of fact, of LinkedIn.

And, so, the thing is, LinkedIn is a professional
networking site.
So just because you're on there doesn't necessarily
mean you're looking for a job.
And, so, if your concern is, will my employer think I'm
looking for a job if I'm on LinkedIn, you can just say,
no, actually, I'm trying to stay updated on trends in
my field, I've joined LinkedIn groups, I want to get to
know other professionals.
Dina, did you have something to add?

>> Dina: Govloop.com, which is an online forum for networking with government employees, so that would be a great way to network as well.

>> Lisa: Dina's this one's for you.

I've gotten three questions regarding virtual volunteering.

Can you tell us what type of opportunities are out there for virtual volunteering and where do you find them?

>> Dina: Sure.

So, there are websites out there, such as volunteermatch.org or serviceleader is another one, and if you visit their sites, they have areas for local volunteering, but in the criteria as you indicate, you're looking for virtual volunteering, there will be opportunities that pop up for you.

So, if you are in a rural community or just simply don't have time to volunteer, this is a great option and there is a wide variety of projects that you can work on through virtual environments and contribute to nonprofit organizations.

So, it's a great way to build skills and experience and also to learn about those organizations.
And this also sets you up for future opportunities.

>> Lisa: Great.
So, here's an interesting question.

Would someone care to share a brief example of a career story?

Nicolle, you just wrote a blog story on that.

Would you like to share career story?

>> Nicolle: Sure.

Like a specific success story?

>> Lisa: Sure, yes.

>> Nicole: Sure.

So, let's see, I worked with a student, a D.B.A. student, and he was trying to -- this was a few years back -- break into higher education.

And I worked with him over career appointments.

He had no idea how he was going to break in.

He had no teaching experience.

And, so, I helped him create what's called curriculum vitae, and I told him to, speaking of networking, like reach out to his local network and local community colleges, even though he was willing to work anywhere,

I just told him to start local because that's where he could network with face to face.

And he went to a networking meeting and they all had to sit at tables and put down business cards.
And he noticed that the guy next to him had a business card and he was a dean of a business school. So he exchanged business cards with him, set up an informational interview, met for coffee, and the next thing you know, he was hired.

So, through the coaching and through the networking, so people, place, stories, like five years later, he has a huge new story to tell and kind of one adjunct position has led to another.

And he was off and running.

>> Lisa: Excellent.

Thank you.

Okay.

So, come back to the privacy issue for a moment.

Further explanation on the question about LinkedIn profiles.

So the question is, what if your resume might be plagiarized?

That is a risk.

But a lot of people are running that risk by having their resume information on LinkedIn.

That's a personal choice that you'll make whether to have that out there or not.

But, yes, that is definitely a risk that you would
take.

So, another question, are LinkedIn webinar sessions ongoing or archived, they are all archived on our Career Services website under archived webinars.

This one will be once it's archived in a few days.

I'm trying to transition to a full-time higher ed instructor position from corporate America.

I don't think my resume is written to highlight my experience.

Would a mentor or the resume tool help or both?

Angie, do you want to take that?

>> Angie: Absolutely.

So, I think both a mentor and the optimal service would help.

The Optimal Resume service is a great place to get started looking at format.

You can choose resume samples that are specific to your field.

So a lot of times the descriptions give great suggestions of different skill sets that you may have that you might not have considered.

And I would start with that Optimal Resume tool first, put your document in, do some customization, and then maybe do an informational meeting with a mentor and really get their feedback.
Because each industry is different, depending on your regional location and the environment and, so, to be able to get that information straight from the horse's mouth, someone who's currently in the industry, is really invaluable.

So maybe even doing a few of those informational interviews would be a great place to start tailoring that document.

>> Lisa: Thank you.

I just want to share a really nice story that a student -- because the question was, you know, share career story.

So Sandy shares with us, I volunteered at a nonprofit and after one week I was offered a paid position. I had the chance to create and implement a 24/7 crisis center and run that crisis center in an upper management position for ten years.

Boy, Sandy, if you want to contact us, we'd love to write your story up for our blog because we collect success stories like that.

So, reach out to us if you'd like to share that with other students on our blog.

Let's see.

Okay.
So, another story, I come from a family that owns a
cemetery home where I perform a variety of tasks, my
grandfather asked me to set up a grief support group.

Now I'm obtaining a master's in counseling.
That's a fantastic career story right there because it shows where your passion comes for counseling.

So, that's terrific.

Denise, I'm going to pose this question to you.

Would a curriculum vitae be better for someone re-entering the workforce?

>> Denise: Probably -- would depend on -- in what capacity you plan to re-enter.

So, if you're in a doctoral program and you're working on your doctoral program to teach in higher education, then you're going to want a curriculum vitae, if that's not your circumstance, and it's something, then a resume is going to serve you probably the best.

And two pages at the most.

And I'll also add, you can make a one-on-one appointment with a Career Services advisor if you've been out of the workforce for a while, you're transitioning and you really want that one-on-one help to look at some strategies to make that transition.

>> Lisa: Terrific, Denise, you led right into the next question I was going to ask.
Can you describe the one-on-one advising services?

Because a couple student have asked about that.

So what kind of help do we provide with resumes and other topics?

>> Denise: What we do is you can schedule the appointment from your mywalden portal, academics tab, the schedule an appointment feature.

The appointments are about 45 minutes long.

And the schedule's in eastern time.

And the Career Services advisor will call you and discuss with you topics, you know, definitely go over a resume, a curriculum vitae, a cover letter so you can upload the document and then we'll discuss it.

So we don't make any changes to it, but we provide a lot of feedback.

And it's really helpful.

Student are really grateful after the appointment because we can help them see things that maybe they didn't see.

And especially talking about accomplishments and achievements, you know, I just -- I can't tell you how many times in that conversation with the student or alumni, we'll talk about things and they'll tell me these wonderful stories about what they've
accomplished, but it's not on their resume.

It's not on their LinkedIn profile at all.

And it's like, you know, the light bulb goes off and
they think, oh, wow, yes, I have to include that.

We also will do LinkedIn profile reviews, interviewing prep, networking strategies, job search strategies.

Career options.

Sometimes someone, you know, they're very interested in
their degree topic, but they're not exactly sure what,
you know, what is that path, what should I be doing
next so we'll brainstorm with them on strategies to
move forward with their career.

And many Walden students are making major career transitions and, so, it's really helpful to work with
one of us if you're in that situation because you don't want to wait until you're finished with your degree.

You really want to, you know, ideally start as soon as
possible working with one of us.

>> Lisa: Excellent.

Thank you, Denise.

So, Angie, I have a question for you, what strategies
can be used to stand out in a competitive work
environment?

>> Angie: I would say the number one thing that you can
do to stand out would be really to highlight not
necessarily your job descriptions in your resume but to highlight your accomplishments.

And you can carry that across your resume, your cover letter, your LinkedIn profile, and even when you're doing one-on-one networking meetings with others, is really try to identify what are your greatest strengths and what have been your greatest accomplishments.

And by highlighting those, when you communicate to others, you're going to stand out in a busy market.

Also, networking can not be overstated.

The majority of jobs are gotten -- or are -- occur because of referrals.

So, that is very important.

If you're what I call hiding while seeking, just kind of hiding behind the computer and applying online, it can be a very frustrating road.

So make sure that you're integrating network into your career plan.

>> Lisa: Excellent.

Thank you.

And, Dina, I'm going to give you this one.

I want to be an educational consultant.

Are there mentors Walden can connect me to?

There was a webinar that used to be offered for anyone
who wanted to be an educational consultant.

Will that be offered again?

>> Dina: Excellent question.

So, as far as the webinar, if you visit the Career

Services Center home page and click on archived

webinars, we have a whole section called doctoral
webinars series and within that section we have

webinars on consulting, higher ed teaching, and other

topics.

And we have a great webinar called "Building Your

Academic Reputation In Higher Ed," which talks about

educational consulting, higher ed teaching as well.

So, we have many resources on our website.

And also you're able to connect with other educational

consultants.

You can use the advance search function on LinkedIn,

for instance, and connect and also LinkedIn has

university pages where you can connect with alumni at

Walden and also -- and maybe if you attended other

universities as your alma mater, you can connect as

well.

So, as Lisa mentioned earlier, online Walden

communities, the Walden LinkedIn group, and also, of

course, join the Career Services Center LinkedIn group,

which is our group for networking.
And another question on networking, Nicolle, I'm going to give you this one, please, I'm scheduled to present at a tech ed conference this spring. Is there anything I need to know about networking for that conference?

>> Nicolle: Oh, yes. I would definitely, well, recommend a lot of things. One, maybe prepare some business cards to have ready to give out when you go and maybe like either a brief bio or have copies of your resume in case anyone asks. Also maybe do some research in advance to see who the other speakers are and kind of reach out to them. You can do that, go ahead and do that on LinkedIn in advance.

And then you can kind of maybe set some goals, just like we're doing a career plan today, maybe set some goals, because I know myself, like I'll probably try to overextend myself where you can set, like, two or three goals, okay, when I go to this conference, I'm going to do X, Y, and Z, and maybe scope out the people on LinkedIn in advance to find out more about them so when you meet with them you're better prepared.

>> Lisa: Excellent, thank you.
And, so, just a couple comments from students I want to share with the group.

I love when y’all volunteer things that have worked for you.

Sandy said her suggestion regarding privacy is to use a post office box instead of a physical address if you’re concerned about privacy issues.

So that's a great suggestion.

And also we have a comment, my career story was in note work, and I didn't enjoy my previous job but I really enjoyed playing basketball and through conversations after the games, I got to meet a retail manager and now I am a retail supervisor as a result of making that connection.

So that's terrific.

And then one last question, Dina, will the PowerPoint slides be available with the webinar?

>> Dina: Absolutely.

We always archive our webinars and the recordings are available within one week of live delivery.

So, if you check next week, there will be a recording available on our website.

So if you visit the Career Center website, click on archived webinars, it will be available there.

And I also want to comment that we have over 80
archived webinar topics available.

So, everything from job search to resume and C.V. writing, social media networking, special interest topics, and many many others.

So, if you haven't visited the career center website, definitely do so and check out the archived webinars.

>> Lisa: So this is a question we haven't gotten before and I'm going to answer it, I think it's fascinating we got this.

Okay, so when the associate dean of your program wants to connect with you on LinkedIn, is it okay to do so?

I would a say resounding yes.

I would say that that's kind of an honor that your associate dean of your program wants to connect with you on LinkedIn.

So that would be a valuable life-long connection, I would definite take advantage of that.

So on that note, I think we're ready to wrap up.

So thank you all so much for your fantastic questions. I don't think we've ever had that many questions in a single webinar.

And thank you so much to the Career Services Center team for sharing your expertise and answering those questions.
So, Nicolle, I'm going to hand it to you to wrap it up.

>> Nicolle: Okey-dokey.

So, thank you again, as Lisa said, for all your wonderful questions and comments.

Before we wrap up, we have a couple of Walden students who need your help.

So, Shaun will be completing his bachelor of science and information technology in the next six to eight months. Now he has three years of experience working in inventory control and based on some of the strategies we've provided today for the E.P.S. model, how can Shaun build his experience and qualifications to land an entry-level position by the time he graduates?

So, we'd love to hear you guys have done a fantastic job asking questions, commenting.

Okay.

Great.

They're already coming in.

You guys are expert.

He can start volunteering, for sure.

He can volunteer to upgrade the inventory system using technology, that is a five-star recommendation.

For sure.

Volunteering in the field of interest.
Okay.

Great.

Something that I would add would be maybe join a professional association and someone just wrote that in.

Howard, join a professional organization in your field.

Connect with mentors, excellent.

You guys are phenomenal.
And then we have another student, Lori, who needs your tips as well.

Lori is pursuing her M.P.H. at Walden.

She's been a stay-at-home mom, and she's been out of the workforce for five years.

But she does have customer service experience three years before that.

So, while she does not have recent work experience, she does have significant volunteer experience with her local Red Cross.

So, how can Lori position herself for a full-time job in her field?

Again, if you guys could give your tips.

Okay.

Check for internships, maybe also at the Red Cross.

Same recommendations for Lori, okay, as with Shaun.
Join maybe her local professional association, right, okay.

Howard, LinkedIn, maybe find informational interviews, find people to conduct -- get a letter from your supervisor at the Red Cross, great tips.

Leverage experience from Red Cross to develop your story.

You guys are awesome.

Okay.

Fantastic.

Look for other nonprofits that are similar where she could use her skills.

Excellent.

Add the volunteer experience to her resume, search for meetup groups in her field.

I don't know about you guys, career team, but everyone sure has got a lot of information from our webinar.

Use volunteer experience on her resume.

Fantastic.

Thank you very much.

And, so, now that you've helped Lori and Shaun, what will you all add to your career plan?

You certainly learned a lot, if you could pick one thing from the E.P.S. model to start adding to your plan, what would that be?
We also want to mention, if you'll notice, we have handouts added, a couple of handouts that we added for you all to take with you today.

To start working on that career plan.

So there's some action steps and some goals and maybe just pick one of those.

And what would be one thing if you all could type that in, one thing after today that you are going to add as an action step?

Okay.

So Allison says, I'm going to connect with education consultants.

I'm going to make a one-on-one appointment with Career Services.

Connect with people on LinkedIn and join a professional educational group, tell my story.

Start working on my story.

Connect with Career Services.

That's fantastic.

Develop my network starting on LinkedIn.

Connect and network with people in my field.

Fantastic.

Connect with my mentor again.

Okay.
Maybe remerging that relationship.

Updating my LinkedIn profile to include more experience.

Make a follow-up appointment with Career Services.

Participate in community resources.

Watch the doctoral webinar series.

Fantastic.

Bringing the idea to life.

Upgrade my skills and start connecting with people in my field.

Fantastic.

And attend networking events in my area.

So just so you all can see, here's kind of a little screen shot of the handout, so you notice there's a career plan, there's a table for you to fill out, it has the goals on it, you can start filling in the action steps, many of you all mentioned right now your action steps.

From meeting people in your field and gaining experience.

There's also a sample E.P.S. model where we want you to think outside the box.

As Lisa was saying, when she introduced the team at the beginning, really think about introducing yourself and your year mantra, your professional mantra outside of
your job title.

And this E.P.S. model will give you ideas on your multiple roles, both sides the professional workplace and outside, such as your passions, someone mentioned basketball where they were networking.

That's fine.

I taught Zhumba, I was a Spanish tutor as well.

So whatever your passions are outside of work, those can really also lead to all kinds of opportunities.

And with that, I'm going to pass it back to Lisa to wrap it up.

>> Lisa: Great.

Thank you so much, Nicolle.

And, so, this is a screen shot of our Career Services Center website.

And as I said before, we work in an office building, so we made sure that we put that on our website's home page so you all remember that we do not work out of our cars.

So, a lot of you asked about scheduling an appointment, you can see the top left blue button, schedule an appointment, and, so, all the resources that we all offer, all the webinars, all the skills, cafes, all the Career Services overviews, the tutorials, the key to
the Career Services kingdom is our website, so that's why we just want to show you what it looks like.

And we have a great Google search box you can see that's called quick answers.

Dina created in terms of being able to answer your frequently asked questions 24 hours a day, so if you just want to know what our top resources are and resumes, just type the word resumes in that white box where it says, I'd like information about, and it will bring up the various resources that we have on that.

And also we'd love it if you would like to join our Walden University Career Services center LinkedIn group, you can see the LinkedIn social media button is on the middle of the page on the far left.

You can also follow our blog, which is on word press.

You can follow Angie's social media articles on Twitter.

You can join our Facebook community.

On our YouTube channel, we have posted our archived webinars as well as career spotlights.

And, so, we have started recording our students and alumni who have great success stories.

And actually the team just recorded a spotlight today that they're going to post sometime on our website soon.
So, if you'd like to hear how other students and alumni have succeeded firsthand from them in terms of how they've managed their careers proactively, that's a great place to start.

And then also you can go ahead and e-mail us with the e-mail button there.

So that's just a quick overview of our website.

And then we'll go to the next slide.

And, so, we're going to leave you with a quote from Earl Nightin Gayle, the biggest mistake that you can make is to believe that you're working for somebody else.

Job security is gone.

The driving force of a career must come from you, as the individual.

Remember, jobs are owned by the company, or the client, but you own your entire career.

So, we encourage you to proactively manage it and take advantage of all these terrific opportunities you have in your academic program to build your experience, connect with new people and tell a new story.

So thank you very much for attending and being such a terrific group and asking us so many good questions.

Have a night evening.
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