Program Outcomes: Leveraging LinkedIn for Strategic Advantage

Graduate Program Director/Staff Retreat
Molly Wasko, PhD
Chair, MISQ Department
UAB Collat School of Business
Agenda

• Why you should care about LinkedIn
• Creating a meaningful profile
• Leveraging university pages
• Tracking outcomes
Why LinkedIn

The world's largest professional network: 300 million strong.

Connect. Find. Be found.
Build your professional identity online and stay in touch with colleagues and classmates.

Power your career.
Discover professional opportunities, business deals, and new ventures.

Learn and share.
Get the latest news, inspiration, and insights you need to be great at what you do.

It's free. Join now
LinkedIn: The world's largest professional network. 300 million users worldwide.

- Connect. Find. Be found.
- Power your career.
- Learn and share.

Build your professional identity online and stay in touch with colleagues and classmates.

Discover professional opportunities, business deals, and new ventures.

Get the latest news, inspiration, and insights you need to be great at what you do.

It's free.  
Join now
Why LinkedIn

Network and build career opportunities

The world's largest professional network: 300 million strong.

Build your professional identity online and stay in touch with colleagues and classmates.

Power your career.

Discover professional opportunities, business deals, and new ventures.

Learn and share.

Get the latest news, inspiration, and insights you need to be great at what you do.

It's free. Join now

UAB COLLAT SCHOOL OF BUSINESS
Knowledge that will change your world
Why LinkedIn

Keep up to date and share your knowledge

Connect. Find. Be found. Power your career. Learn and share.

Build your professional identity online and stay in touch with colleagues and classmates.

Discover professional opportunities, business deals, and new ventures.

Get the latest news, inspiration, and insights you need to be great at what you do.

It's free. Join now

UAB Collat School of Business
Knowledge that will change your world
How do we stay **connected** with our students once they graduate?
We would if we could

The Problem – We can’t rely on alumni to update information through self-report

Current methods of tracking employment are expensive, manually intensive & prone to error
Why is LinkedIn relevant to you?

1. You need to build a professional network
2. Your prospective students expect to find you
3. Great source of jobs data
4. You need to build strong alumni connections
Building a Profile

inDegree matches student and donor records to social media profiles to help build stronger alumni and donor communities. inDegree is a wholly owned subsidiary of HEPdata.
Building a LinkedIn® profile

Use the drop-down options that LinkedIn® offers whenever possible - these are typically also network hyperlinks.
LinkedIn® prompts you on stuff you need to complete your profile.
Key features

You are 7 times more likely to be viewed with a professional photo

No Selfies!!
Key features

Create a custom LinkedIn® URL
Showcase your university everywhere: experience, posts, presentations
Key features

Add a portfolio of work in a variety of formats to show off your school.
LinkedIn® profile – Key Take Away

Your profile is being viewed, your graduate students expect to be able to find you…

What is your first impression like when it’s electronic?
Searching for Alumni/Connections

LinkedIn's Advanced People Search allows you to find people based on various criteria such as keywords, first name, last name, title, company, school, location, and more. The search results are currently showing 2,465,547 connections.
Searching for Connections

You can enter the name of the alumni you’re seeking
Searching for Connections

Add the name of the school – this is also a hyperlink
Location also effective. Make sure it’s “anywhere” if you are searching globally. You can add a zip code if you want to target.
Data for Tracking Outcomes

Molly Wasko
Professor and Chair at University of Alabama at Birmingham
Birmingham, Alabama Area | Higher Education

Current: University of Alabama at Birmingham, inDegree
Previous: Florida State University, Georgetown University, Ronie Inc
Education: University of Maryland College Park

Send Molly InMail

Experience

**Professor and Chair**
University of Alabama at Birmingham
June 2010 – Present (5 years 1 month)

I am the Department Chair for the Management, Information Systems and Quantitative Methods Department at the UAB Collat School of Business.

**Co-Founder, InDegree**
inDegree
2008 – Present (7 years)

inDegree matches student and donor records to social media profiles to help build stronger alumni and donor communities. InDegree is a wholly owned subsidiary of HEPdata.
What you can do with connections

1. Get updates and easily manage touchpoints

   - Jennifer Bolt Causey has a new job. Now Marketing at Thompson Tractor Company, Inc.
     - Say congrats
   - Scott Erb has a new job. Now Marketing Technology Manager at Burr & Forman LLP.
     - Say congrats
   - Detmar Straub has a new job. Now Visiting Distinguished Professor at Korea University Business School.
     - Say congrats

   - Celebrate Jerry Shelly's birthday. Jerry Shelly had a birthday on June 21.
     - Say happy birthday
   - Celebrate Firas Najjar, MS-MIS, PMP's birthday. Firas Najjar, MS-MIS, PMP had a birthday on June 21.
     - Say happy birthday
   - Michelle Amaral, Ph.D. is having a work anniversary. 7 years this June at The University of Alabama at Birmingham.
     - Say congrats

2. Unlimited InMail
3. Download email, job title, employer in a spreadsheet
LinkedIn - Now for Education!
Powered by the career paths of over 200 million members - our new tools for students, alumni, schools, and employers can help you find your way.

University Pages
Create your own education experience!
Which schools are you interested in learning more about?

Have a school in mind? School Name
UAB’s University Page

Explore Careers of 62,702+ Alumni

<table>
<thead>
<tr>
<th>Where they work</th>
<th>How many</th>
<th>What they do</th>
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<tbody>
<tr>
<td>UAB Medicine</td>
<td>831</td>
<td>Healthcare Services</td>
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<tr>
<td>Southern Company</td>
<td>601</td>
<td>Education</td>
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<tr>
<td>Regions Bank</td>
<td>565</td>
<td>Sales</td>
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<tr>
<td>more</td>
<td></td>
<td>more</td>
</tr>
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</table>

See where alumni have gone

The blue bars are hyperlinks
### UAB has 601 Alumni at Southern Co. – here they are

<table>
<thead>
<tr>
<th>Where they live</th>
<th>Where they work</th>
<th>What they do</th>
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<tbody>
<tr>
<td>United States</td>
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<td>Engineering</td>
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<tr>
<td>Birmingham, Alabama Area</td>
<td>Southern Company</td>
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<td>Pensacola, Florida Area</td>
<td>BBVA Compass</td>
<td>Research</td>
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<tr>
<td>Dothan, Alabama Area</td>
<td>Children’s of Alabama</td>
<td>Program and Project Management</td>
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</tbody>
</table>

*Attendees: 1900 to 2016*
UAB’s University Page

Notable alumni

Dharmesh Shah
Founder and CTO at HubSpot
B.S., Computer Science

Explore - Where you work and what you do

UAB Medicine - 831
Southern Company - 601
Regions Bank - 565

Healthcare Services - 8,589
Education - 5,540
Sales - 4,706

General Information

Share something or ask a question...
University Pages

Provides followers with a platform of exchange
UAB’s University Page

Connects the different Schools within the University
Separate School/College Pages allow you to segment content, communications and alumni networks.
Do’s

• Be respectful of people’s time and privacy
• Research before making your approach
• Take the time to develop your LinkedIn network
• Download and use the mobile app
• Work with other units to sign up students
UAB School of Business

3,626 on LinkedIn
13,854 Alumni
26.2% Overall % Found

% Found

1970s 1980s 1990s 2000s 2010s
10.2% 15.7% 23.4% 30.9% 44.4%

% Found

BS MAC MBA
23.8% 25.8% 31.9%
UAB PhD/PostDoc Programs

<table>
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<tr>
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</table>

1322 Alumni
33.3% Found
140 Different Locations
330 Employers

Post Grads:
320 out of 1430
23% overall

Legal Services
Medical Practice
Writing and Editing
Education Management
Medical Devices
Veterinary
Info Technology and Services
Arts and Crafts
Investment Banking/Mgt
Law Enforcement
Military
Publishing

Research
Biotechnology
Higher Education
Pharmaceuticals
Hospital & Health Care
Government Administration
Resources

1. LinkedIn® Higher Education Resources site: https://university.linkedin.com/
2. LinkedIn® - Now for Education: linkedin.com/edu/
3. LinkedIn® Student Resources Site: students.linkedin.com
4. LinkedIn® College Alumni Tool: linkedin.com/college/alumni
5. LinkedIn® FAQ: help.linkedin.com/app/answers/detail/a_id/38582
6. Request Access to University Page from LinkedIn®: help.linkedin.com/app/ask/path/upaq
7. Follow the LinkedIn® Higher Education Channel http://www.linkedin.com/channels/education
Any Questions?