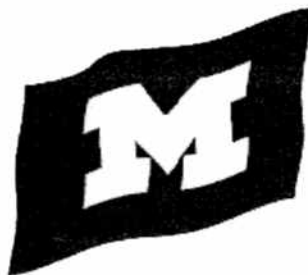


Supporting Professional Success in Difficult Economy

Keeping Alumni in Michigan

March 2010



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Evolution of AAUM Career Services

- AAUM has offered career service programs since 1997
- For the first decade, economy was strong, emphasis was on helping alumni who already had jobs find even better opportunities
 - Networking events
 - Employer relations, high volume of jobs on job board



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What Alumni Want/Need...

- Since the downturn in the economy, we've had to shift our focus
- In early 2009 AAUM sent a survey to alumni to understand how they were affected by the downturn in the economy.
- Responses showed that while only 5% were unemployed, over 40% were concerned about potential job loss or were under-employed.



Economic Response

- The fact that nearly 50% of our alumni were impacted in some way caused us to conclude we needed to think differently about supporting alumni during this difficult economic time.
- We began offering complimentary memberships for unemployed alumni who needed access to the career benefits we were developing
 - To date have provided more than 500 alumni with free memberships (300 Michigan residents)
- The results of our survey also caused us to focus on:
 - Career counseling/skill assessment
 - Job opportunities
 - Leveraging the alumni network
 - Leveraging existing social networking tools



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Career Advice

- Hosted Wolverine Bootcamps in Detroit, New York and Chicago to provide career-related advice to alumni
- Offered free career counseling to over 300 alumni last summer
- Partnered with a U-M faculty member to offer a Career Advancement Package
 - Interactive webinars on interviewing, negotiating an offer, and marketing yourself in a tough job market
 - Individual career counseling session
 - Personalized match with an alumni mentor



Job Opportunities

- Continue to cultivate relationships with employers willing to post jobs on our job board through “Blue Hiring Blue”
 - approx 400 employers with highly placed UM grads who have agreed to help us promote their open positions to alumni
- Our job board features a web crawler that identifies jobs posted on company web sites across the country, so alumni can access thousands of jobs in their employment searches



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Leveraging the Alumni Network

- Hosted a series of 9 regional career networking events across the country (including Dearborn, Troy and Grand Rapids)
- Worked with our regional alumni clubs to offer an additional 36 events
- Rely significantly on InCircle
 - an online directory, social networking tool and job board for U-M alumni
- Also engage alumni in working with students:
 - 30 Minute Mentors- Alumni living in Michigan come to campus to talk with current students about career opportunities in their fields
 - Real Life 101- Alumni facilitate a series of programs for students that are approaching graduation to better prepare them for the real world



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Social Networking

- Of course, we also recommend that alumni take advantage of the common social networking tools that any professional might use in their job search:
 - Facebook
 - Linked In



Leveraging other Relationships

- Michigan Economic Development Corp
 - In addition to presence at several in-state alumni events over the past couple years to promote opportunities to work in Michigan, spoke at alumni events in Chicago and DC last May, tentatively scheduled at events in NY, Chicago and DC this May
 - Business owners: consider expanding/relocating to Mich
 - Alumni: Consider returning to Mich to find a job or start a business
- We also are working with MEDC to promote their new miperfectjob.com initiative to encourage alumni to work in Michigan



Leveraging other Relationships

- Ann Arbor SPARK (innovation-based business in Ann Arbor area)
 - Plan to promote their “MichAgain” campaign to 6,000+ graduating seniors who will come to the Alumni Center the week before graduation.
 - Had a presence at several AAUM events over the past few years to promote opportunities to work in Ann Arbor
- MSU
 - Have held joint networking events with MSU
 - Troy in Nov
 - GR in Feb (sponsored by MEDC, who gave a presentation on Michigan’s economy)



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Upcoming Opportunities

- Lifelong Learning, theme for the coming year is “Sustainability”
 - Planning 3 events in Michigan
 - Content addresses how the Michigan economy is changing and the significant growth of “Green businesses”
 - Will focus on UM alumni who own or are highly placed in these businesses



Success Stories

- A 2009 U-M grad was preparing to leave the state because he had been unable to find a job in Michigan. He reached out to us, and through our job postings was able to find an entry-level position that has allowed him to remain in the Southeastern Michigan area.
- A grad student who will receive her MS in May from U-M's School of Natural Resources was hoping to find a job in Michigan but her family was encouraging her to look elsewhere to find a job. Had she not found a job by May, she planned to leave the state, but through an alumni connection she discovered through inCircle, she has found a job in the Petoskey area.
- A 2008 grad attended the UM Club of Detroit's networking event and met a U-M grad who recommended him for a job that he ultimately got as a New York Life agent. When he attended the networking event for the second time, he met his first client. "Now, I am continuing to expand my business and help my clients meet their insurance and financial goals. The networking event is a wonderful place to meet fellow Wolverines. I highly recommend it for anyone who is either trying to begin their career or who wants to expand their business." -Genna Gunow
- A 1982 grad reports that he now places new found importance on the value proposition from his relationship with U of M because he attended one of our sessions on entrepreneurship and has since launched his own consulting company (Sustainnovate--innovates, creates, and sustains successful business strategies and products for long term profitability and competitiveness). "Thanks to AAUM's Career Team, I now know where to come for all my future tune ups, and am looking at a clear and exciting road ahead!"-Jeffrey Post