Join UCSF Connect, the official networking platform for the UCSF community.
Emily Berry
Legislative Aide at California State Assembly
Sacramento, California, United States

PhD (Doctor of Philosophy), 2015, Graduate Division, Cell Biology

Some of the data in this profile is from this user's LinkedIn profile

EDUCATION

ACCESS BACCALAUREATE BRIDGE TO THE BIOMEDICAL SCIENCES SUMMER RESEARCH INSTITUTE INTERN
at UC Santa Cruz
Jun 2004 - Aug 2004
Networking in Non Profit and Think Tank Sector

Patti Meyer
Program Director
Non-Academic Careers
Office of Career and Professional Development

SLIDES at: career.ucsf.edu/Nonprofit-network

9/19/17
Other programs for you…

This Thursday (Parn): Values

September 21 (MB): Interviewing

September 27 (Parn): Strengths & Skills

September 28 (Oda - MB): UCSFconnect Party!

September 29 (MB): Resumes

9/19/17 career.ucsf.edu
Some Basic Questions

- Who do I talk to?
- How do I find them?
- What do I say?
Seminar Goals

- Define networking and its benefits
- Articulate your networking goals as you seek a job or explore a career in nonprofit / thinktank
- Understand how social media tools can help you find and approach professionals in your field
- Identify strategies to use social media effectively while networking as a job seeker or career explorer
Agenda

1. What is Networking and Why create a Network?
2. Some options for using my Network in my job search.
3. Who might be in my Network?
4. How to used social media resources to build and maintain my Network.
5. What is my plan; how will I use the power of the Network?
What is Networking?

You developing relationships and having “conversations” with professionals in your community while you are pursuing your professional goals
Why create a Network while seeking a researcher job in industry?

Professional expect you to take initiative and do your homework

Signals to employers that you have a professional colleague circle that includes their work world

OCPD sees this benefit our clients – other postdocs and students have done this for the very first time and found the process painful useful
Today’s takeaway from this workshop…
Create your List

- 15-20 organizations where you would most like to work
- Based on issue focus or role, size of organization
- Research project:
  - Name of Organization
  - Roles involved
  - How this project makes you interested in the organization
Finding scientists at the organization: Use academic library database to find names

“Limit” or “build” your search to publications by looking using affiliation field to put in the desired company name

(under Advanced Search)

http://www.ncbi.nlm.nih.gov/pubmed/ is one example
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How to use my Network in my job search.

- Learn more about an organization
- Learn more about jobs
- Locate people to support you as an applicant
Informational Interviews

Using Your Contacts:
Generating Career Information and Job Opportunities

- Who do I talk to?
- How do I find them?

NOW:
- What do I say?
Informational Interviews – What are they?

<table>
<thead>
<tr>
<th>They are a tool that:</th>
<th>They are NOT</th>
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<tbody>
<tr>
<td>Helps you explore career opportunities</td>
<td>Job interviews</td>
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<tr>
<td>Might eventually lead to a job</td>
<td></td>
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<tr>
<td>Learn about companies or people</td>
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**Purpose**

- Ask for information about the interviewee’s career history
- Ask advice
Informational Interviews – Conducting an info interview

- In person, telephone (email last resort)
- 20-30 minutes (up to 60 minutes)
- At interviewee’s workplace is best
Informational Interviews – Conducting an info interview

- Goals - by the end you should:
  - Understand the interviewee’s job duties
  - Know what skills and background/prep are required to get the job and to succeed in the job
  - Understand the future career prospects in that field
  - Get contact info for other potential networking targets
Informational Interviews – Possible questions

The day to day

- Can you tell me a little bit about your current responsibilities?
- Could you describe a typical day?

Their career path

- How did you get into this field?
- What types of skills are essential for succeeding in your position?
- What advice would you give someone in my position who wants to be successful in the field?
- Are there professional organizations that I should consider joining or websites that I should be looking at to get additional information?
Informational Interviews – Possible questions

Organization specific

- Would you talk about typical compensation packages including vacation, salary range, etc /work-life balance?

- How would you describe the culture, management style, and organization of the company?

- Can you tell me anything about other nonprofits involved in this activity?

Network building questions

- Do you know of any organizations that might be expanding or hiring in the next year?

- Would you recommend anyone else to speak with in this field? May I have permission to use your name when I contact them?
Informational Interviews – How to line one up

- Email your potential interviewee, and ask to set a time to talk
- Tell them you’re transitioning, “beginning to think about making a change from academic research into research at a thinktank”
- Tell them you’re “not asking for a job…ONLY seeking information and opinions on our field and what it’s like to transition into x role with an nonprofit like yours”
- Let them know you’ll be “brief, structured”; offer coffee/lunch
- Take notes during the informational interview
Informational Interviews – Sample invitation letter

Sample email requesting Informational Interview from someone you do not know already (generally, no resume attached):

Dear Dr. Adams:

I have been reading about the work of the Doodle Research Foundation. and in particular about your very interesting work on XYZ. It’s clear from your publication history that we share similar backgrounds and that’s why I am writing to you.

I am beginning to think about the next step in my career and would like to explore the potential career paths available in foundation / thinktank research. Obviously, you have made a successful transition from academia to nonprofit research, so I was wondering if you would be willing to meet with me to give me some advice?

I am not asking for a job. I only seek information and advice about how science is conducted in industry settings. If you can meet in person, on the phone or by email, I will be well prepared to conduct a brief, structured informational meeting.

Thank you for your assistance and advice.

Kamil Jones, PhD
Postdoctoral Researcher, UCSF
415-555-5555
kamil@ucsf.edu
Informational Interviews – Following up

- Wrap up with sincere appreciation – people are busy!
- Email a thank-you note within 2-3 days max
- Follow up weeks or even months later, reporting on advice that you followed, and thanking them again
Informational Interviews –
Sample thank you letter

Dear Dr. Adams:

I thank you for the time you spent with me yesterday. Your willingness to share information with me on your career and on our chosen field of research is most appreciated. I also enjoyed reading the op-ed you cowrote for the NYTimes in 2015. Thank you for the tip.

Your perspective regarding how housing affects healthcare disparities was very helpful to my own research. I now have a better idea of how to approach the non-profit and thinktank sector. I plan to follow up this week on your suggestion to contact Daisy Jones at the International Migration Center. It sounds like an interesting nonprofit research institute.

Again, thank you for your assistance.

Sincerely,
Kamil Jones
UCSF
415-555-5555
fred@ucsf.edu
How can I get support as an applicant?

- Interview prep
- Ask the contact to forward your application materials
- Ask a contact to introduce you to others
- Gain insight into how the organization does business
Hello. I'm Diana Prince,

I'm a postdoc in Liz Blackburn’s Lab at UCSF

Career Exploration:
I’m like to learn more about what type opportunities are available for a non-social scientist in the nonprofit sector.

I want to grow my community:
Came to this session because I’m going to a National Association of Science Writers conference (NASW)

Skill Development:
I know networking is important, but I’m not exactly sure how to do it.

I want to grow my community:
Came to this session because I’m going to a National Association of Science Writers conference (NASW)
Your Turn:
What are your current goals & challenges?

- Managing Family Expectations
- Feel Like Quitting/Feeling Unmotivated
- Experiencing Impostor Syndrome
- Feeling Isolated
- Navigating School
- Studying Effectively
- Passing My Qualifying Exams
- Managing My Time Effectively
- Finding Career Advancing Opportunities
- Exploring & Understanding Career Options
- Developing Leadership Skills
- Negotiating Authorship
- Learning More About Your Field
- Managing my Dissertation Committee
- Positioning Myself for Competitiveness in my Career Path
- Preparing Application Materials
- Cultivating References
## The Elevator Pitch

**“You, Summarized”**

- Who you are
- What is the focus of your research
- Why your work is important (impact on society, etc.)

- Asked, “Tell me about yourself”
- Asked, “Tell me about your work”
- You need to present your skills and expertise

## The N.O.W. Approach

**“What would you like to talk about?”**

- Name
- Organization
- What would you like to talk about?

Inviting someone to chat, about themselves or their goals, in casual or professional conversations.
Hello, Peter Parker

I'm a postdoc from UCSF

Thank you for participating on the public science careers panel. It was great to hear about your experience.

Can you say a little more what experiences as a postdoc positioned for your current job at RAND?
Hello, I'm Barbara Gordon
From UCSF

Organization (affiliation)

What do you want to talk about?

I see you work at the Institute for Defense Analysis. I’m unfamiliar with positions like yours. What does your role entail?

What’s a typical day like for you?
Hello, I'm Bruce Wayne

I'm sociology student at UCSF

I look at factors influencing PTSD rates in children and adults who have survived a natural disaster. How does the speaker’s work relate to your own?
Tending to Your Network:
How often do I keep in touch?

1. Every time something the person said helps you
2. Every time you see something of interest or would help the person
3. 6 months to one year

Let people follow your adventure
Think of two people who you met, and would like to be in touch with again. Why do you want to keep in touch?

What do you want to ask them or tell them about your current adventure?
Bonus Round Question: Why Would People Help Me?

In Your Personal Community

- Friendship
- Based on Love and Caring

In Your Professional Community

- Collegiality
- Based on Curiosity & Respect

VS

1. To share their knowledge
2. Because they have hard won lessons
3. To repay a favor
4. They have the time/interest to do so
5. They believe/benefitted from mentorship
6. You have an affinity to each other
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Who might be in my Network? People from...

- Professional gatherings
- Academic conferences
- Colleagues
- ResearchGate …other platforms?
- ucsfconnect.com
- Anthrosource – or PubMed - or look at who is publishing items of interest
- LinkedIn
- Personal acquaintances
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Use LinkedIn to find names and companies

- Search contacts
- Search organizations
- Also…think about joining a group and asking a questions or posting an article to see who shares your interest
Using Tools of LinkedIn with courtesy

- Send Message
- Connect
- InMail
Finding People

Start with your contacts, look at the work history, education and other affiliations

Use Filters to the RH side that appear after you put in a search

Use “structuring your search” within the search box
Finding People

Look at work history of contacts
Click on Jobs in middle top toolbar
Then search box appears –
Do a search in order to get access to filters on RH side of the screen
Also look at the next horizontal bar that appears – Top –

People ...
Understand how the tool LinkedIn can help you locate people to support you as an applicant

You can use LinkedIn and ucsfconnect for Job Search:

- Learn more about an organization
- Learn more about jobs
- Locate people to support you as an applicant
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<tr>
<td>InMail</td>
<td>None at all</td>
<td>If you have upgraded to Premium account – worth it for some</td>
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Using ucsfconnect.com

- Begin with the magnifying glass search box in the upper right hand corner
- Some searches:
  - Policy
  - Nonprofit
  - Development
  - Non profit
  - Public

You are the main focus of this new tool!
Information for Your Next Steps:

**career.ucsf.edu**

1. Attend a “basics” workshop or a more focused workshops – see career.ucsf.edu

2. Check out other sessions in this series this month – Sign up today at career.ucsf.edu

3. Consider making an appointment at career.ucsf.edu
Information for Your Next Steps:

3. Consider making an appointment at career.ucsf.edu

**Resume Review:** Sign up for MINI appointment

**Email or Cover Letter Review:** MINI appointment

**Time-Sensitive Issues:** MINI appointment

**Interview Practice:** REGULAR appointment

**Career Exploration:** REGULAR appointment
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career.ucsf.edu

Tell a Friend, Bring a Friend
Make careers happen.

SLIDES at: career.ucsf.edu/Nonprofit-network
Special Thanks to Naledi Saul for her contributions to the program

The End

Patti Meyer, PhD
Program Director, Non-Academic Careers
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