University of Nevada Fraternity & Sorority Life Summit

Sunday, November 13, 2016

Leveraging Fraternity & Sorority Life Leadership to Land a Great Job

Pete Parker, Greek Ladders
@petemparker   @GreekLadders

N

#Summit16

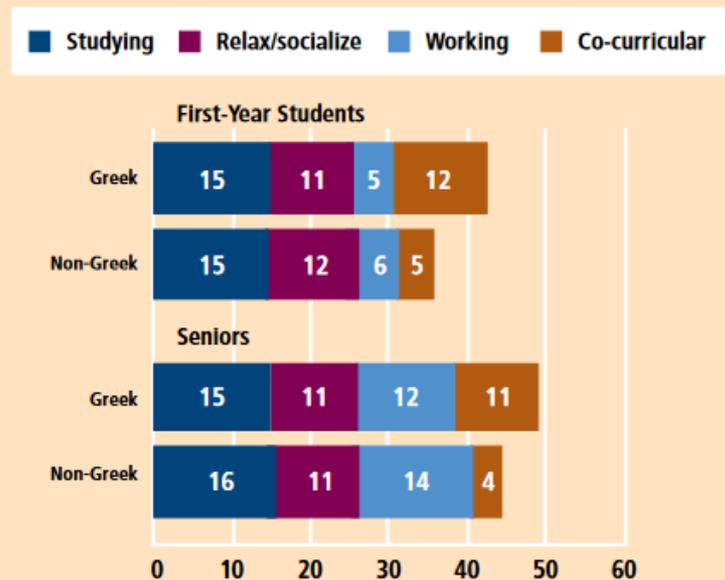# Which campus organizations do you belong?

Why get involved on campus?

Reasons for involvement

✓ Get connected with the school

✓ Build community

✓ Discover your passions and strengths

✓ Build your resume

✓ Keep busy

✓ Have fun

✓ Learn new things

✓ Meet new people

✓ Develop skills

✓ Improve academic performance

✓ Wear lots of blue

Studies show...

Figure 3: Hours Per Week Spent on Selected Activities by Greek Life Membership[a]

Legend: Studying, Relax/socialize, Working, Co-curricular

First-Year Students

Greek: 15, 11, 5, 12
Non-Greek: 15, 12, 6, 5

Seniors

Greek: 15, 11, 12, 11
Non-Greek: 16, 11, 14, 4

[a] Hours per week for activities were estimated using the midpoint from the categorical response categories. The categories for all activities include (in hours) 0, 1–5, 6–10, 11–15, 16–20, 21–25, 26–30, and More than 30. For the More than 30 category, the value of "33" was used in place of a midpoint. Full-time students only.

Studies show that students who are involved on campus tend to have a higher GPA, graduate sooner, and generally have a better college experience

*The findings indicate that fraternity and sorority members received a greater personal benefit from attending college than similar non-Greek peers, perhaps because Greek life provides a type of learning community where students study and engage in co-curricular activities together.
*NSSE 2011 Annual Report

**Greek-affiliated students in fraternities and sororities and student athletes found the campus environment more supportive than unaffiliated students. It may be that the social camaraderie that comes from these activities has a positive influence on overall perceptions of the campus environment.
**NSSE 2013 Annual Report

What are your characteristics and skills?

Know Your Characteristics & Skills

Communication

Maturity

Ability to lead

Inner strength

Organization

Flexibility

Courage

Listening

Enthusiasm

Team player

High energy

Computer skills

Dependable

Planning

Problem-solving

Honesty

Compassionate

Professional

Caring

Self-reliance

Integrity

Intelligence

Innovative

Technical knowledge

Creative

Initiative

Competence

Likability

Connected

Desired in the Workplace

Skills & Characteristics	According to Students	According to Employers
Ability to lead	**55.2%**	26.1%
Adaptability and flexibility	43.7%	**53.5%**
Caring and compassion	8.3%	11.9%
Computer and technical knowledge	18.7%	20.2%
Competence	25.0%	33.3%
Communications	**65.6%**	**67.8%**
Contacts/Network	8.3%	9.5%
Courage and inner strength	7.2%	7.1%
Dependability	**50.0%**	38.0%
High energy and enthusiasm	29.2%	22.6%
Honesty and integrity	40.6%	**57.1%**
Intelligence	32.2%	19.0%
Listening	12.5%	26.1%
Likability	20.8%	11.9%
Maturity	15.6%	25.0%
Planning, organizational	34.3%	30.9%
Problem-solving	42.7%	44.0%
Professionalism	48.9%	47.6%
Self-reliance	14.6%	14.2%

GREEK LADDERS

Acquired Characteristics

Adaptable

Communicate

Compassionate

Connected

Energetic

Enthusiastic

Hard-working

Open-minded

Organized

Outgoing

Passionate

Patient

Personable

Positive

Resourceful

Responsible

Thorough

Trouble-shooter

Employer, I have skills!

Employers seek characteristics which will blend with their corporate culture, departments, and specific positions.

Issue – Employers won't recognize your qualities and characteristics until they actually meet you.

Student Involvement Benefit:
An unbelievable opportunity to learn, practice, excel, and mentor skills.

Bonus: You can describe on your resumes.

Employers believe these acquired skills can be readily applied in the workplace.

Acquired Skills

Administered	Counseled	Implemented	Pioneered
Advocated	Customized	Improved	Planned
Analyzed	Delegated	Incorporated	Presided
Appointed	Developed	Increased	Presented
Approved	Directed	Initiated	Produced
Arranged	Designed	Instituted	Recorded
Assembled	Eliminated	Instructed	Registered
Audited	Enforced	Led	Reorganized
Chaired	Engineered	Managed	Restored
Charted	Enhanced	Marketed	Reviewed
Coached	Established	Mentored	Scheduled
Collaborated	Evaluated	Merged	Spearheaded
Conceptualized	Exceeded	Modeled	Streamlined
Consolidated	Executed	Monitored	Strengthened
Contracted	Expanded	Motivated	Supervised
Coordinated	Facilitated	Negotiated	Terminated
Corresponded	Formulated	Organized	Transformed
	Generated		Tutored

GREEK LADDERS

Did You Know???

ATTITUDE > SKILLS

The survey revealed that managers place a higher importance on hiring for soft skills like attitude and work ethic than hard trade skills.

- Virtually all reported taking attitude and work ethic into the highest consideration when hiring entry-level employees.

- During the hiring process, managers considered hard work and attitude significantly more important than factors like an employee's trade skills or prestigious schooling.

- This suggests a higher emphasis on finding and hiring individuals with skills that are difficult or impossible to be taught.

This isn't to say that managers don't care about the skills learned in school.

- When asked which factors are most important to career success, managers rank industry knowledge and trade skills as almost equally important to attitude and work ethic.

- This suggests that managers feel an urgency to hire employees with an innate attitude and work ethic, and then hope to effectively train employees to develop whatever technical skills they need to excel in a given position.

Bridge study 2015
www.getbridge.com

85% of managers reported work ethic was the most important attribute for employee success

79% reported a candidate's prestigious schooling was the least important consideration when hiring

Almost 40 percent of employers say a lack of skills is the main reason for entry-level vacancies!

Education to Employment: Designing a System that Works - Executive Summary McKinsey & Company; mckinseyonsociety.com

GREEK LADDERS

What's personal branding?

Personal Branding

Interpersonal
- ✓ Attire
- ✓ Eye contact
- ✓ Handshake
- ✓ Presence
- ✓ Greeting
- ✓ Listen
- ✓ Discussion

"What dad would want"

Electronic
- ✓ Social media
- ✓ Online games
- ✓ LinkedIn
- ✓ Blog/website
- ✓ Email

"What mom would approve"

GREEK LADDERS

Who You Know – It's all about Networking

Networking presents opportunities to:
- ✓ **Brand**
- ✓ **Learn**
- ✓ **Promote**
- ✓ **Exchange**

A direct and personable way to:
- ✓ **Build network**
- ✓ **Share information**
- ✓ **Meet goals**

Networking enables you to brand yourself and/or your affiliations (club/organization, employer, charity, community, initiative).

Immediate impact...
- ✓ **Club recruitment**
- ✓ **Campus/Club elections**
- ✓ **Interview/Get hired**

GREEK LADDERS

How to Network?

Success is rooted in your mindset and words…what you say and think.

Don't…
"I do" or "I have"

Do…
"I am", then
"I want" → to pursue, to help (you)

Tip – Don't wait, do!

Be strategic. In addition to the popular and typical events, guide your networking toward targeted groups and objectives.

Be prepared with a 30-second elevator pitch. If appealing, the response will trigger you to provide a 2-minute description or pitch.

GREEK LADDERS

Be Prepared

Networking presents a give-and-take exchange. Even if you may be seeking something specific, you also have something share. It should not be a one-time, nor one-way interaction.

Always care with you:
- ✓ Business cards
- ✓ Piece of paper
- ✓ Pen

Handy Tips…
- ✓ Get info and take notes
- ✓ Followup
  - o Hand-written card
  - o Email
  - o Follow on LinkedIn
- ✓ Maintain regular touch
- ✓ Track – LinkedIn, Excel, CRM

GREEK LADDERS

So let me ask you, what's your next step?

Thank You!!!

Download this presentation at:

www.greekladders.com/university_of_nevada

Pete Parker
pparker@GreekLadders.com
www.GreekLadders.com
775-745-1325 (cell)
LinkedIn: https://www.linkedin.com/in/peteparker

Student Path to Success

Each student's pathway toward launching his or her career is accentuated by completing key steps aimed at enhancing the student's appeal to prospective employers.

Make Your Appearance
- ❑ Join clubs and organizations
- ❑ Register with Greek Ladders

Establish Your Presence
- ❑ Complete a personality or career assessment
- ❑ Develop a LinkedIn profile
- ❑ Meet your campus academic advisor and/or chapter faculty advisor to discuss academic, career and leadership goals
- ❑ Meet with a campus career advisor and discuss career interests
- ❑ Develop academic, leadership and career goals
- ❑ Create your personal brand

Immerse Yourself
- ❑ Get actively involved with your club
- ❑ Get to know your campus administrators, teachers and chapter advisors
- ❑ Participate in community service
- ❑ Utilize the campus career center
- ❑ Track your academic, leadership and career goals
- ❑ Check in with your academic advisor or chapter faculty advisor

Network
- ❑ Seek endorsements from campus administrators, advisors, and professors
- ❑ Visit with chapter alumni
- ❑ Visit with chapter members parents
- ❑ Find a career mentor
- ❑ Attend a career fair (in-person or virtual)

Time For Action
- ❑ Attend career fairs
- ❑ Attend career development workshops
- ❑ Apply for jobs
- ❑ Interview
- ❑ Seek an internship
- ❑ Accept jobs

Create A Legacy
- ❑ Enlist as a career mentor
- ❑ Share your job-seeking experiences within the career network
- ❑ Update your LinkedIn profile
- ❑ Update your resume

GREEK LADDERS

You're invited to join our Career Network!

All University of Nevada fraternity and sorority members are invited to join our community of student leaders and the employers recruiting young talent! Get connected to employers, jobs, events and career planning tips. It's free, secure, and easy.

Join today!

Greek Ladders Career Network

The value of the Greek Ladders Career Network is determined by the number (and activity) of Individual (students, alumni, parents). Much like the whole "chicken and egg" scenario, with every individual registrant, the likelihood increases of another Employer registering into the network. The best way for job-seekers and mentors to connect with the employers of their choices is to register a large number of career-focused, qualified leaders into the career network. Once registered, each person should complete his/her career profiles to the best of their abilities.

The process to complete an individual career profile in the Career Network is as simple as:

1. Logon to www.GreekLadders.com.
2. Click Join/Login on any webpage.
3. Create an account (it's free!).
4. Build your personal online career profile. Click here for tips.
5. Upload a resume. We recommend in Word or pdf format. If you encounter issues, please email it to Greek Ladders.
6. Contact Pete Parker (click here), a Greek Ladders co-founder/director and let him know that you've completed the profile. This will trigger Pete to target you as being "ready" for viewing by potential employers.
7. Like the Greek Ladders Facebook page, follow the Greek Ladders Twitter (@GreekLadders), and follow the Greek Ladders LinkedIn

Become a highly recommended job-seeker
Every action taken within the career network is tracked and generates points, called Career Capital. When employers view directories of job-seekers, they immediately look for the candidates' career capital points. Points are generated a number of ways, including: updating profiles, sharing/liking social media posts, and attending career events.