

Expanding Employer Engagement With Alumni Insight

In our January 19th [webinar](#), Dr. Kevin Long (Director of Planning & Policy at Montgomery College, Rockville MD) shared how Alumni Insight can help schools pursue new partnerships with employers in their region. Based on Dr. Long’s demonstration, we’ve assembled the following suggested steps to help you get started using Alumni Insight to power your own employer engagement research.

- 1) Start by searching for alumni in your school’s service area. This gives you a look at your school’s overall “footprint” and connections in the region.
- 2) Search for specific skills & certifications that graduates from certain programs should have. The results may help you identify surprising career applications for your programs that you hadn’t considered before.

Select a Skill or Qualification [Clear](#)

CompTIA A+ Certification (Qualification) ✕
CompTIA Security+ Certification (Qualific... ✕
CompTIA Security+ (Qualification) ✕

CompTIA Network+ (Qualification) ✕
Cisco Certified Network Associate (Qualifi... ✕

- 3) Look at the “Top Companies” section of your search results to see which employers have hired a high concentration of your alumni. Also look for large or industry-leading companies on the list — these connections might be worth pursuing even if you only have a few graduates working there currently.

| Top Companies | | |
|--|----------|---------|
| Company | Profiles | Percent |
| Montgomery College | 6 | 1.08% |
| Science Applications International Corporation | 6 | 1.08% |
| General Dynamics Corporation | 5 | 0.90% |
| Lockheed Martin Corporation | 5 | 0.90% |
| Booz Allen Hamilton Holding Corporation | 4 | 0.72% |
| Computer Sciences Corporation | 4 | 0.72% |
| National Institutes of Health | 4 | 0.72% |
| Deloitte LLP | 3 | 0.54% |
| Design Data Corporation | 3 | 0.54% |
| Micro Electronics, Inc. | 3 | 0.54% |

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- 4) Choose one of these top employers and plug them into the “Companies” field. Be sure to clear your “Skills & Qualifications” filter. You now have a list of alumni profiles to support outreach efforts for that employer. For example:
 - Consider making these individuals your first point of contact at the company. They may be able to facilitate an internship, serve on an advisory board, or introduce you to senior management.

- Look for direct connections between the skills and job titles your alumni list in their profiles and the curriculum offered at your school. This may indicate an existing talent pipeline that can support and inform you conversations with the employer.
- If alumni job titles and skills seem to be outside the scope of what you currently teach, use this information to explore areas where you may want to adjust or expand your curriculum.

Other Tips from Dr. Long:

- 1) Clarify the question you’re trying to answer before you dig into the data. Clarity about the end goal can help you know what filters to use and what data to focus on during your research.
- 2) When focusing your search in metropolitan areas, keep in mind that MSAs often yield better, more relevant results than filtering by county or zip.
- 3) Don’t forget about the export feature! Exporting alumni profiles to Excel is a great way to build a database for future outreach. Try filtering by company before you export to make sure you get the relevant records for each employer you’re interested in.

| Employer | Given Job Title | Job Description | Standard Job Title | Last Updated |
|------------------|--|----------------------|---------------------|-----------------|
| General Dynamics | it developer and sharepoint worker | Unknown | SharePoint Develo | July, 2017 |
| General Dynamics | Unknown | Unknown | Call Center Superv | July, 2017 |
| General Dynamics | cyber security system administrator | Unknown | Cyber Security En | July, 2017 |
| General Dynamics | sr. financial analyst from cost analyst | Unknown | Financial Analyst | December, 2016 |
| General Dynamics | senior security engineer | Unknown | Security Engineer | December, 2016 |
| General Dynamics | senior systems engineer | Unknown | Systems Engineer | September, 2016 |
| General Dynamics | systems administrator (middleware) | □ Responsible for | Systems Administ | September, 2016 |
| General Dynamics | executive assistant | Unknown | Executive Assista | September, 2016 |
| General Dynamics | associate system administrator | Crossed over from | Systems Administ | September, 2016 |
| General Dynamics | sr. staffing consultant | Unknown | Staffing Consultant | September, 2016 |
| General Dynamics | administrative specialist | Unknown | Administrative Spe | August, 2016 |
| General Dynamics | hr generalist | Unknown | Human Resources | July, 2016 |
| General Dynamics | health surveillance analyst | Unknown | Research Analyst | May, 2016 |
| General Dynamics | lead engineer - systems | Unknown | Lead Engineer | December, 2015 |
| General Dynamics | senior it asset manager / logistics analyst | Unknown | Asset Manager | December, 2014 |
| General Dynamics | voice recognition analyst | Unknown | Voice Engineer | April, 2014 |
| General Dynamics | financial analyst | Unknown | Financial Analyst | June, 2013 |
| General Dynamics | cyber security analyst | Familiar with Big Fi | Information Securit | March, 2012 |
| General Dynamics | security/visitor control specialist | Unknown | Information Securit | January, 2011 |
| General Dynamics | accociate engineer, hardware | Administer, trouble | Hardware Enginee | September, 2016 |
| General Dynamics | sr. analyst, program/besst pmo - cms project | Unknown | Programmer | September, 2016 |
| General Dynamics | it security analyst | Performs Compute | Information Securit | September, 2016 |
| General Dynamics | director, business development | Federal Healthcare | Business Developr | September, 2016 |
| General Dynamics | sr business administrator | Unknown | Business Administ | September, 2016 |
| General Dynamics | aircraft ground support | Repaired and Main | Aircraft Engineer | September, 2016 |

- 4) Don’t overlook the possibility of expanding existing relationships. Search for alumni working at companies you already partner with, then look at the skills and job titles in their profiles. You may notice graduates working in roles outside the scope of your current partnership.