Prepping for GRADFair 2015

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Agenda:

- Logistics and Expectations
- Setting SMART Goals
- Doing Your Research
- What to Bring | What to Wear
- Approaching Employer Booths
- Making A Compelling Pitch
- What to Ask / How to Ask
- How to Follow Up
But First...
What are YOU here to ask about?
What is GRADFair?
Logistics and Expectations
Have fun with this.
Logistics and Expectations

- **Plan** to spend around one hour at the fair
- **650+** students/postdocs have signed up
- **50 employers** | (conversations between employers and faculty in background)
- **Don’t expect** to walk out of Harper with a job
- **Meet** employers and **start** conversations
- **Aim** for 2-5 minutes with each employer
- **Invite** others to join the conversation.
- **Stay calm,** remember that this is a starting point
Setting SMART Goals
Smart goals:
Specific, Measurable, Achievable, Realistic, Timely
Setting SMART Goals

- Specific
  - Meet company x; learn about consulting

- Measurable
  - Handshakes, Minutes, Resumes Delivered

- Achievable
  - Don’t put too much pressure on yourself

- Realistic
  - Think about your actual priorities

- Timely
  - What can you do in the time you’ve got?
Do Your Research
Research Companies

- Serves 16 Million Households
- Based in Northbrook
- Hires second most data scientists in the Chicago area
- *Fortune* covered their data science team in 2014
- Serves philanthropists/investors
- Program Associate Role requires 2 years experience (internships count)
- Has offices in DC/SF/NY/Chi
- Several Alumni in Leadership
Research Alumni

- **Search** for companies
- **Filter** by People
- **Narrow** your search to U of C
- **Don’t forget** undergrad institution
- **Search** for positions too!
Ryan Strode is a director in Arabella Advisors’ Chicago office, where he provides strategy, evaluation, and project implementation guidance to a variety of clients and contributes to the firm’s business development efforts. He has worked primarily with family and institutional clients to develop philanthropic strategies around climate change mitigation and adaptation, clean energy, and ecological conservation and restoration. He has provided support on a number of projects, including the development and implementation of an environmental grant-making strategy for a large family foundation, the management of a fund dedicated to restoring and protecting Lake Michigan, and the evaluation of a philanthropic strategy to address key issues facing the Catholic Church in its mission dioceses. Ryan continues to develop his expertise in how philanthropists can have meaningful impact on environmental issues and on the development of a clean energy economy.

Ryan currently teaches a course at Purdue University on the nonprofit sector titled “Nonprofits and Social Innovation,” and sits on the advisory board for the School of Liberal Arts and Social Sciences. He is also a board member of the Save the Dunes Council, the oldest conservation organization in Indiana. Ryan holds an MA in Social Science from the University of Chicago and a BA in History from Purdue University. 

Marissa Guerrero is an Associate Director at Arabella Advisors, based in San Francisco, California. She specializes in philanthropy and has experience with Arabella Advisors, Horizons Young Professionals for Equality, California Court Appointed Special Advocate Association, Horizons Young Professionals for Equality (HYPE), and the University of Chicago Master of Arts Program in the Social Sciences. 

The University of Chicago
PhD, Political Science
2005 – 2011

The University of Chicago
MA, Political Science
2003 – 2005
What to Bring | Wear

- Business Professional Attire
  - Suits for both men and women
  - Black can be perceived as too severe
  - A red tie is too much power for this
  - Skirt or pants suit | heels or flats
  - Take your outfit for a test drive
- Padfolio, Resumes*, Biz Cards, Pen, Mints
- Very light on scents, makeup, and jewelry
- Fresh shirts should be pressed or dry-cleaned!

*some employers might not take resumes!
Keep your hands free and don’t pack for a long day.
Approaching Booths
Approaching Booths

- We’re all in this together: invite others into conversations.
- 80 Percent in the first 20 Seconds
- Handshake, Smile, Greeting
- Lead with thanks and your name; you’ll likely need to be louder than you expect
- Think about your audience: employers who are greeting many people throughout the day. Be attentive to their cues
Do not become a deer in the headlights.
Practice keeping the conversation going past the first “no.”
Make a Compelling Pitch
Make a Compelling Pitch

- Keep an eye on your surroundings.
- Everyone is a graduate student or postdoc at The University of Chicago
- Not everyone has your unique perspective on the organization or about your fitness to it
- Tailor your pitch to each individual firm
- Your audience is an intelligent, engaged decision-maker who needs to understand your work
- Keep your elevator speech to 30 seconds
Everyone asks about a typical day.
Every.

One.
Imagine if you had to talk about a typical day 40 times in a row.
Ask Better Questions

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Ask Better Questions

- Don’t be afraid of asking about what you’re actually interested in.
- So I noticed that...
- Given my background, I’m worried that...
- Can you say more about...
- What can I learn to hit the ground running?
- Other firms, other contacts, alumni, etc.
Following Up

- Be sure to get a card or contact
- Send an email!
  - You’d be surprised how few people actually do!
  - Say thanks and suggest you’ll stay in touch
  - Bring up something specific
  - Include your email signature
- Contact alumni after the fair to follow up as well
- Connect with recruiters and others on LinkedIn
- Be useful to new contacts
- If you apply, reply to your original email
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