



# Professional Associations: Network Now, Get Hired Later



University Career Services

# Meet Our Guest Speaker!

## Sandra Lawrence

- AAUW member since 2001
  - AAUW of Virginia Co-President
  - Woodbridge Branch President
  - Chair of the Social Media Committee,
  - Member of Lobby Corps.
- Retired Navy Commander with over 24 years of active duty service.
- MS in Information Technology and Certificate in System Engineering from George Mason University.

# KWL

- What do you know about professional associations?
- What do you want to know about professional associations?
- What did you learn today?



# Learning Outcomes

- Define the purpose of a professional association
- Discuss the benefits of joining a professional association
- Identify resources for finding and joining professional associations
- Learn about and have the opportunity to join a professional association at Mason



What do you think?

What is a professional association?



University Career Services

# Definitions

A professional association is a nonprofit organization seeking to further a particular profession, the interests of individuals engaged in that profession, and the public interest.



# Why should I join a professional association?

- Access to Information about Jobs and Scholarships
- Leadership Development
- Networking Opportunities
- Professional Development
- Reduced membership fees



Why should I join?

# Job Opportunities and Scholarships

- Listserv
- Conferences
- Website
- LinkedIn groups





Why should I join?

## **Demonstrate your Leadership Potential**

- Take on leadership roles within the organization
- Present at conferences
- Publish in journals/blogs/website
- Mentor other members of the professional association



Why should I join?

## Networking

- Utilize formal and informal networking opportunities within the organization
- Connect with colleagues virtually through listserv emails
- Participate in LinkedIn Groups



Why should I join?

## Professional Development

- Learn about relevant skills, new ideas, and theories in your industry
- Participate in conferences, seminars, and workshops
- Read journals/articles published by the professional association
- Follow # for conferences/seminars

Why should I join?

## **Professional Associations Love Students!**

- Reduced student membership fees
- Benefit from employers desire to bring new professionals into the field



# How do I find professional associations?

- Informational Interviews
- Faculty Members
- Peers
- Office of Student Involvement



# How do I find professional associations?

- LinkedIn
  - Review profiles of people in fields you are interested in
  - Advanced Group Search



# How do I find professional associations?

- Industry Pages-  
<http://careers.gmu.edu/industries/>



# How Do I Meet People in the Professional Association?

- Introduce yourself to new people
- Participate in Tweet Ups/LinkedIn discussions before the conference
- Research Speakers/Presenters on LinkedIn
- Get involved in committees within the professional association
- Set a goal to eat a meal with at least one new person during seminars/conferences





Who are you?

What are you interested in?

What have you done to pursue those interests?

How can I help you?

# Create Your Personal Pitch

## Sample Introduction

**Hello, I'm \_\_\_\_\_ and I am pursuing my Masters in Higher Education at George Mason University. I am particularly interested in issues related to college access for first generation college students and I am graduating from the program at the end of this year. I see that you work in the Center for Multicultural Student Services at James Madison University. Can you tell me a little about your office and how you work with first gen students?**

# Case Study: American Association of University Women (AAUW)

- **Mission**

AAUW is the nation's leading voice promoting equity and education for women and girls. Founded in 1881, AAUW members have examined and taken positions on the fundamental issues of the day — educational, social, economic, and political.

- **Size**

- 170,000 members and supporters
- Over 1,000 local branches
- Over 800 College/University Partners (Including GMU)



# Case Study: American Association of University Women (AAUW)

## Professional Development

- The Princeton Review at 15% Discount
- AAUW Research Reports
- [Elect Her – Campus Women Win](#)
- \$tart \$mart Workshop (Salary Negotiation)



Case Study:  
American Association of University Women  
(AAUW)

## **Demonstrate Leadership Potential**

- Advocacy How-to Guides
- Two-Minute Activist
- National Student Advisory Council



# Case Study: American Association of University Women (AAUW)

## Networking

- National Conference for College Women Student Leaders
- State, National Conferences/Conventions



## Case Study:

# American Association of University Women (AAUW)

## Job Opportunities and Scholarships

- <http://www.aauw.org/who-we-are/jobs/aauw-jobs-and-internships/>
- AAUW branches offer [undergraduate scholarships](#) to women in their communities.
- \$4 million each year in [fellowships and grants](#) for women students pursuing graduate and doctoral study
- [Community Action Project Grants](#) for innovative programs & research
- [Campus Outreach Grants](#) to fund campus events on sex discrimination topics.

# Case Study:

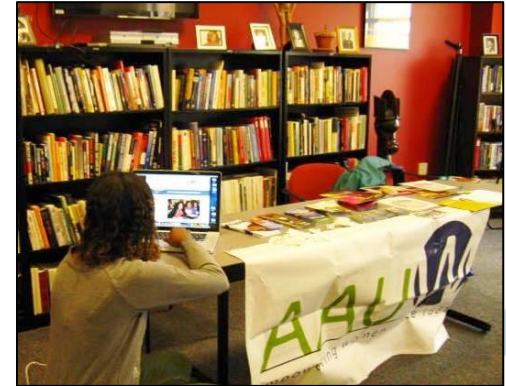
## American Association of University Women (AAUW)

- Contact Information

- [www.aauw.org/](http://www.aauw.org/)
- <https://twitter.com/aauw>
- <https://www.facebook.com/AAUW.National>
- <http://aauw.tumblr.com/>

- Membership Costs

- C/U Partner Undergraduate students can join for **free** as e-student affiliates  
[https://svc.aauw.org/RECore/wMembership/join\\_esaf\\_member.asp](https://svc.aauw.org/RECore/wMembership/join_esaf_member.asp)
- Current graduate students can join for \$18.81.
- Undergraduates at non-C/U schools can join for \$17 a year.





## Check In

- What is the purpose of a professional association?
- What are some benefits of joining a professional association?
- What is one resource for finding a professional association?

