



Adventures In Networking

Thank | Network | Connect

My Favorite Assignment

ABC Conference 2023

Alicia Clavell McCall | Senior Instructor

Thank | Network | Connect: A Road Map to Connectivity

1. Content Creation
2. Assignment Walkthrough
3. Pre Game
4. Takeaways





Content Creation for BUS 350

CAREER FAIR FOLLOW-UP

BUS 350

An advanced **business communications course** focusing on the **verbal and nonverbal** communication skills required of managers in today's business environment.

DESIGNED IN RESPONSE TO QUESTIONS AFTER CAREER FAIR

- Questions after our career fair led to content creation
- Go beyond the "thank you" covered later in the semester

THE ASSIGNMENT

- Discuss what an email should be
- Participate in the instructions/creation (a la Mad Libs)
- Write an email of thanks and appreciation post meeting
- Include specific details from a face-to-face conversation
 - Common interest
 - Internship details
 - Attach resume
- Participate in a Pre Game where students check for professionalism including sig block, voicemail, social media

Thank | Network | Connect

PART I: Background

- Create Word Cloud

"An Email Should Be..."

- Fill in the Blank Background

Participate in the background story

Learn about the Career Closet



Adventures in Networking: A Choose Your Own Career Path
Thank | Network | Connect

POST CAREER FAIR

During Lecture: Word Cloud = An Email Should Be...

BACKGROUND: Yesterday, Tuesday, November 28th, 2023, you attended the 2023 UAB Collat Career Fair. You looked very #CollatBusiness and #SuperBizSmart #FashionIcon in your _____ (*article of clothing*) and your _____ (*color*) _____ (*fabulous fashion description*) blazer, which you snagged from the UAB Collat Career Closet—located inside the Collat Career Center, room _____ (*first person to find the answer gets a prize!*).

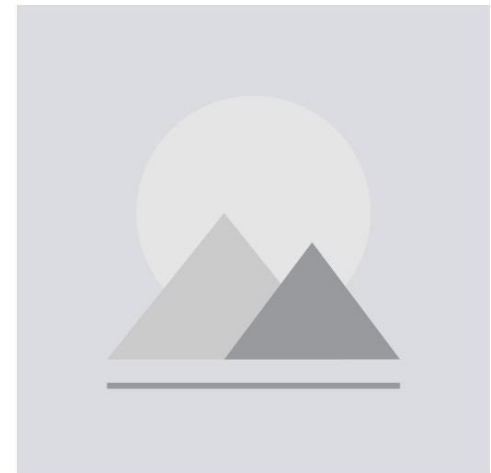
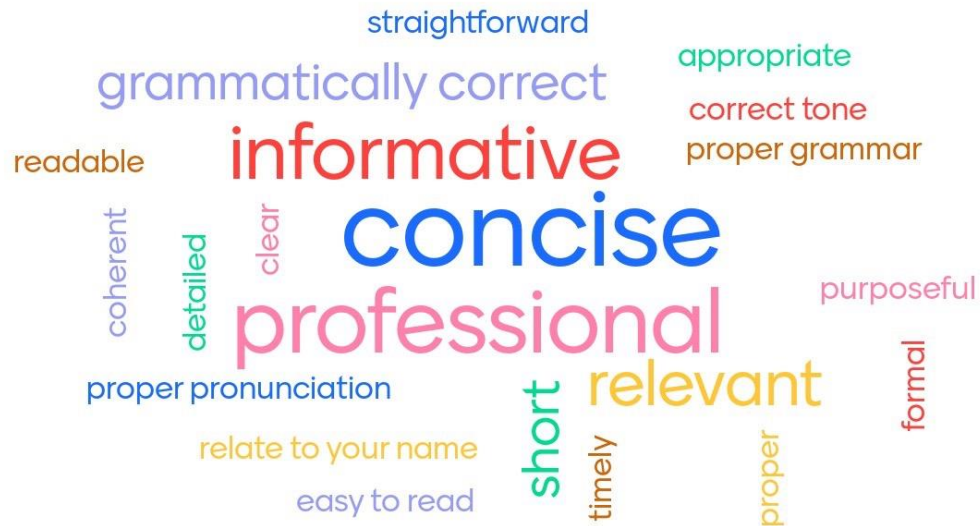
You had the opportunity to meet with employers between your classes and during the morning and afternoon sessions. Some of the employers you met with were from Buffalo Rock, Southern Company, and Altec; however, you were especially interested to meet with the representative from _____ (*company or career path*) at the _____ (*company or career path*) table/booth.

You feel that your initial conversation with _____ (*name*) went well. Though, they did ask one particularly difficult question: _____ (*career question*).

At the end of the conversation, you asked for his/her/their contact information, snagged a proper business card/contact information, and promised to follow up with an email before the end of the week. Now, you'll do just that.

An EMAIL should be ...

42 responses



Thank | Network | Connect

PART I: Background

- Create Word Cloud

"An Email Should Be..."

- Fill in the Blank Background

Participate in the background story

Learn about the Career Closet



Adventures in Networking: A Choose Your Own Career Path
Thank | Network | Connect

POST CAREER FAIR

During Lecture: Word Cloud = An Email Should Be...

BACKGROUND: Yesterday, Tuesday, November 28th, 2023, you attended the 2023 UAB Collat Career Fair. You looked very #CollatBusiness and #SuperBizSmart #FashionIcon in your _____ (*article of clothing*) and your _____ (*color*) _____ (*fabulous fashion description*) blazer, which you snagged from the UAB Collat Career Closet—located inside the Collat Career Center, room ____ (*first person to find the answer gets a prize!*).

You had the opportunity to meet with employers between your classes and during the morning and afternoon sessions. Some of the employers you met with were from Buffalo Rock, Southern Company, and Altec; however, you were especially interested to meet with the representative from _____ (*company or career path*) at the _____ (*company or career path*) table/booth.

You feel that your initial conversation with _____ (*name*) went well. Though, they did ask one particularly difficult question: _____ (*career question*).

At the end of the conversation, you asked for his/her/their contact information, snagged a proper business card/contact information, and promised to follow up with an email before the end of the week. Now, you'll do just that.

Thank | Network | Connect

PART II:

- Read Instructions

Fill in the blanks background

- Build Common Interest

Discuss moving beyond AI

- Other

Discuss opportunities only
advertised via word-of-mouth

Attach resume

INSTRUCTIONS: Write an email of appreciation and networking. You should include specific details from your meeting/discussion, including a description of the _____ (*gift*), which was given to you at the end of your career chat. (They had plenty of these take-home-gifts at the table, but this _____ (*alternate name for gift*), was special because it was _____ (*color or distinguishing factor*). You should also include something about your conversation regarding _____ (*hobby or activity*), which you discovered you both share an interest in. And, this is your opportunity to expand upon/offer more information regarding the career question mentioned above.

In your email, you should also attach your resume, along with a note that you look forward to learning more about their forthcoming summer internship program in _____ (*place*), which you briefly discussed—though it has not been added to their website yet.

Keep your email friendly, professional, and conversational in tone. Keep your paragraphs short, simple, and to the point. Be sure to add a complete signature block with your phone number, email address, and LinkedIn profile site. And, don't forget to add your resume attachment.

Audience: Your Future Employer

Actions: Thank, Network, Connect

Attachments: Resume; Letter of Reference

PART III: The Pre Game

- Set Your Sig Block

Follow UAB Guidelines

- Set Up Your Voicemail

Phone a Friend

- Check Yourself / Check a Friend's Social

Check Your Social / Check a Friend's Social

THE PRE GAME

CHECK YOURSELF

Prepare for the follow-up from a potential employer. Set up your e-mail signature block, check to see if your outgoing voice mail message is appropriate, and check your social media.

Set Your Sig Block

- Google: Email Signature Tool Kit UAB (<https://www.uab.edu/toolkit/branding/download-branded-items/email-signature>)
- Download the RTF (Standard or Abbreviated version) and adapt as follows:

Name | Student/Major Name

UAB | The University of Alabama at Birmingham

P: 205.555.5555 | M: 205.444.4444

Pronouns: she, her, hers, he, him, his, they, them, theirs

[uab.edu](https://www.uab.edu)

Set Up Your Voice Mail

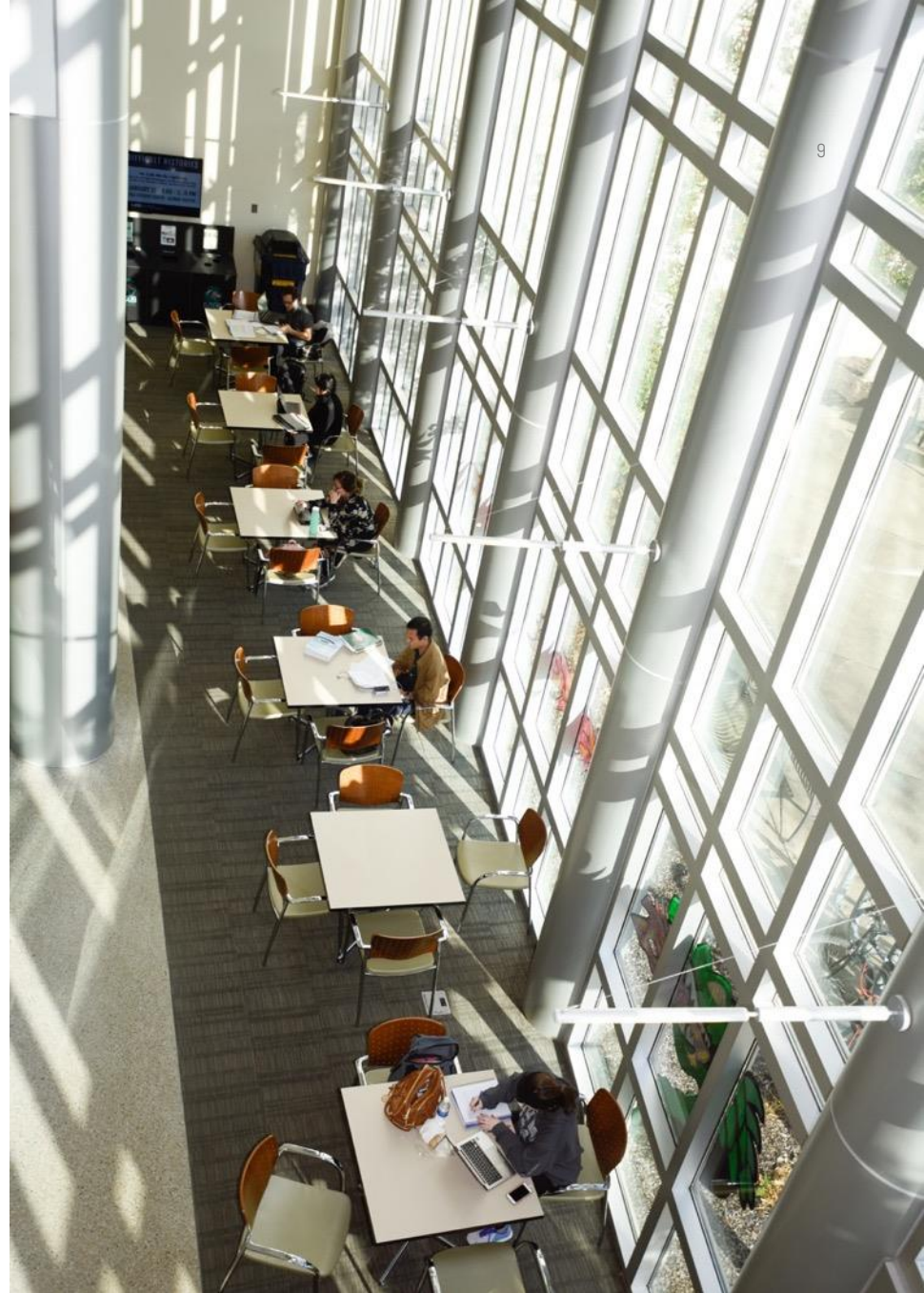
Play a game of telephone. Call a classmate and listen to their voicemail. (If you don't feel comfortable sharing your number, please call me @ 205.356.4700.)

Check Your Social

Make sure your social media is privatized and clear from anything you wouldn't mind an employer seeing. Have a classmate search for your name, social media, google images, etc.

TAKEAWAYS

- Enjoy Audience Participation
- Learn About Career Closet
- Build Confidence in Writing, Networking, Connecting
- Discuss AI
- Engaged in the Pre Game
 - Presenting Professionally
 - Classroom Connections
- Plans to Expand to a Mini Module in Future



Thank You!

Let's Connect!

Alicia Clavell McCall | clavela@uab.edu