

## **Educational Enrichment Problem Definition**

To: LCB Educational Enrichment Task Force (EETF)

From: Jordan Johnson

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Re: **Alumni Relations**

As a student of the LCB as well as a cabinet member of the college's Entrepreneurship Club, I wish to point out the poor communication and networking facilitation that the LCB has historically offered its students and alumni. In this memo I will outline two of the need that my peers as well as I have for Alumni networking opportunities as well as avenues that could be used to fulfill this need.

### **Career Search**

Repeatedly during my time at the LCB, I have heard from professors, working professionals, as well as guest speakers, just how integral networking is to both a potential employee as well as an employer. Networking allows students searching for a career after graduating to display to a potential employer the skills and personality they possess beyond what a resume can communicate. The same applies to employers searching for the most qualified candidate. Since it has been emphasized so many times, the LCB should be facilitating events that allow past graduates to meet present students through the following:

- Small networking events
- Social networking websites
- Alumni mentors

These efforts would allow more personal connections to take place between current students and alumni with the ultimate goal of maximizing the potential that every LCB student past or presents has.

### **Learning Resources & Quality**

Even as an officer of the Entrepreneurship Club, I have found it extremely difficult to get into contact with graduates that have gone on to create their own startups, this in turn forces members to look to other options when asking for speakers or when asked for evidence of the successes that our club has provided we have been practically data-less. The LCB should be creating resources that allow students to contact and learn from graduates of the college first and foremost through:

- Data banks, allowing current students to find and contact alumni with certain skills or expertise
- Encouraging successful graduates to come visit
- Newsletters with current updates on alumni

Efforts to keep students and alumni in contact with one another for the purposes of learning would be beneficial to the students so they might have a better understanding of how to utilize the skills they are learning now, in the future.

### **Future Opportunities**

I hope that this committee finds the need of Alumni relations with current students as important as I myself do. Job searching and understanding how the job market looks at our skills are huge concerns of students today and the LCB should be taking action in any way possible to facilitate the success of its future graduates. I look forward to taking part in any opportunities to network with alumni in the future.