



**HOW TO
FAU**

FLORIDA ATLANTIC UNIVERSITY

The Tipping of the Scales: Strategies for Building Your Social Capital

Hello!

Dr. Keven Allen, *Director of Development*



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Tipping of the Scales

What do we mean by this?



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Freshman Year:

Student

Professional



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Senior Year:

Student

Professional



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Until you graduate, you're still both... a

Student Professional

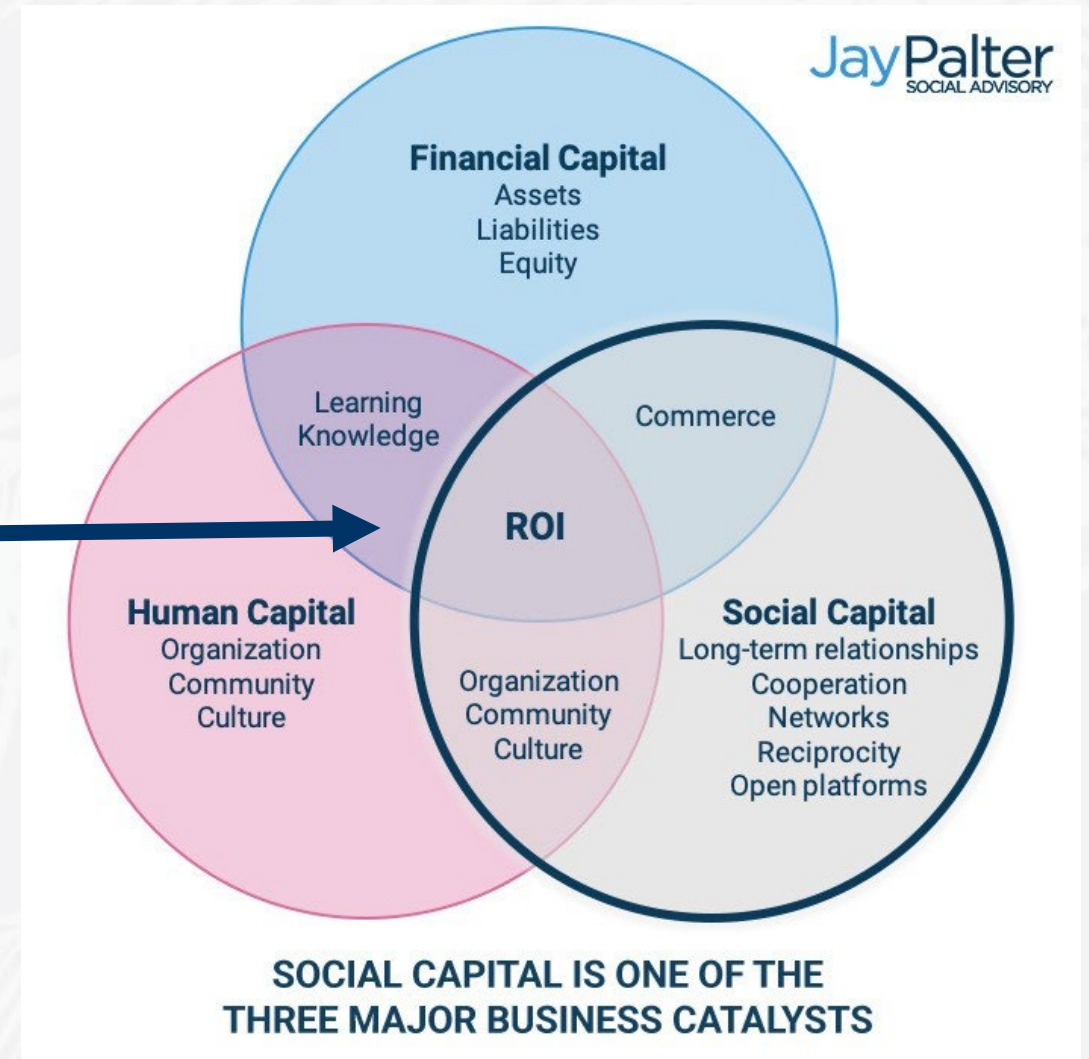
What does this mean?



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Social Capital

ROI:
Return on
Investment



What Grads are *Missing*... is also what employers will *Need*

- Communication Skills
- Attention to detail
- Problem solving
- Leadership qualities
- Interpersonal and Teamwork skills



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THE RISE OF AUTOMATION MEANS JOB CANDIDATES WILL NEED 'UNIQUELY HUMAN' SKILLS

As jobs become increasingly automated, employers are seeking workers with skills that machines can't replace.

HUMAN SKILLS ARE IN DEMAND



Communication Skills:
77%



Listening Skills:
75%



Critical-Thinking Skills:
74%



Interpersonal Skills:
73%

EASILY AUTOMATED SKILLS ARE NOT AS IN-DEMAND



Memory Skills:
54%



Computer/Tech Skills:
50%



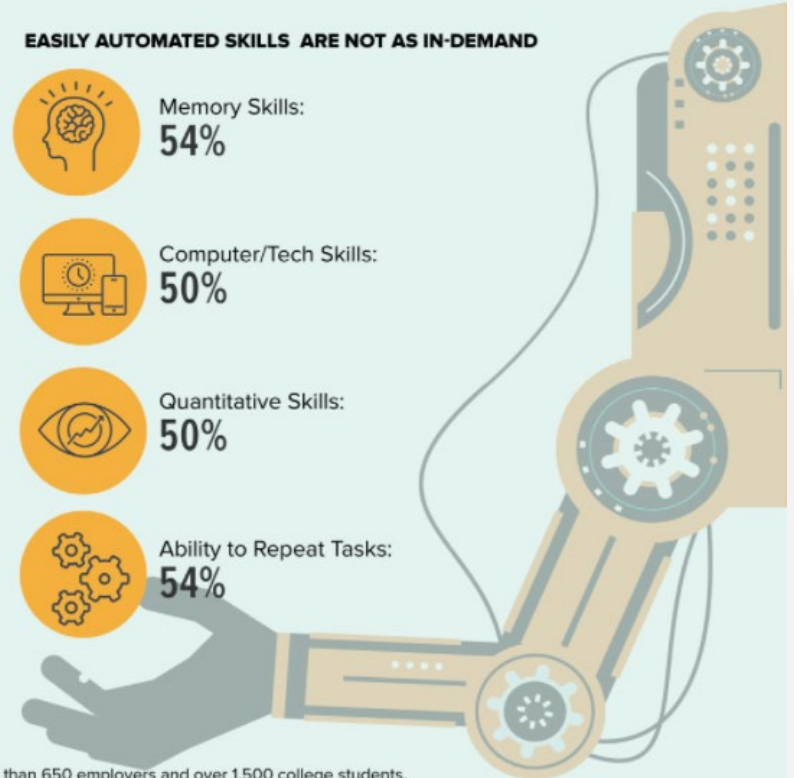
Quantitative Skills:
50%



Ability to Repeat Tasks:
54%

Percent of employers who say these skills are very important to gaining leadership positions at their organizations.

Source: Cengage/Morning Consult, a 2018 survey of more than 650 employers and over 1,500 college students.



Who will you interact with while at FAU?

Student leaders

Local agencies

Professors

Families

Staff/administrators

Alumni

Employers

Donors



How might they help you develop as a professional?

Scholarships

Rec letters/references

Leadership opportunities

Research Projects

On-campus jobs

Off-campus trips/projects

Internships

Connections/network



Strategy #1 for Building Social Capital:

Grow and maintain your network

General Strategy	How2(at)FAU
<ul style="list-style-type: none">● Start by knowing where to look● Walk the Walk – follow through (and follow up)● Stay off your phone – stay present	<ul style="list-style-type: none">● Social VS professional Network● Show up to Events● Be You● Everyone will not be a friend, but everyone will be a colleague



Strategy #2 for Building Social Capital:

Manage your online presence

General Strategy	How2(at)FAU
<ul style="list-style-type: none">● Know the basics and use them properly, especially email<ul style="list-style-type: none">○ <i>Reply vs. Reply All, Subject Lines, Signatures, Attachments, etc.</i>● Be (video) camera ready● Scrub your profiles	<ul style="list-style-type: none">● Use your FAU email address● Email VS Text Messaging● Discussion Post● FAU Career Center Trainings



Strategy #3 for Building Social Capital:

Polished in-person presence

General Strategy	How2(at)FAU
<ul style="list-style-type: none">● Watch and manage your time● Dress accordingly● Keep a stash of contact cards● Body language	<ul style="list-style-type: none">● Be on-time or EARLY● Be Present and Have Presence● FAU Speaking Center● Create your FIRST Impression <p><i>Let's try it!</i></p>



Business Card Apps

- HiHello
- BizConnect
- Haystack



Putting it all together

- 1. Soft Skills Development (*How to...*)
- 1. Craft your leadership philosophy (*Who and Why*)
- 1. Hone your leadership skills
- 1. Be an *Emerging* Professional
- 1. Make it easier for employers to hire YOU





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Thank you!
Contact us at:

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Student Rotations

Rotation #2 - 10:45-11:10

- Mentoring- Grand Palm 3
- How Not to Fail-- Grand Palm 2
- Professionalism- Grand Palm 4
- Campus Rec-CBK

