



**Your Job Is To Make Connections and Network
Whether You Like It Or Not!**



Stop Ignoring Your Potential!



Thank you to our Conference Host and Sponsors





Who is Your Presenter

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CFAES – Director Career Development

The Ohio State University

- Lovely wife Janey, crazy son Oliver, and sweet little girl Chloe
- 18 Years in Career Development & Higher Education
- NAADA Member since 2009





The More You Engage...The Better





Why LinkedIn

Professional Network designed to...

- Build Your Career
- Connect with Industry Peers
- Market Your Personal Brand
- Research and Learn
- Actively Search for Jobs AND Passively get Recruited





Making “NAADA Professional’s Tennessee Whiskey”

The Basics

- Build the Barrel
- Gather Ingredients
- Brewing, Fermenting, and Distilling
- Transfer Info a Barrel
- Age a Bit
- Toast and Enjoy



Build the Barrel

Create your account and top-level decisions

- Name
- Username (Personal or EDU email)
- Headline
- Public profile & URL
- Premium or standard





Gather Ingredients

What notes, flavors, and highlights should your whiskey have

- Start with your resume
- Reflect on what you are doing
- Don't forget what you have done
- Strike a pose





Brewing, Fermenting, and Distilling

Fine tune and adjust your ingredients

- Can AI help me say it better
- Professional vs. Personal
- Sample the work for quality (mentor and peer feedback)





Transfer into a Barrel

Put it all together into your account

- Skills
- Experience
- Volunteering
- Education
- Organizations





Age a Bit

Keep tabs, add time, add love, taste occasionally, rotate, let it sit

- Complete a LinkedIn Learning module
- What have you done this week that could be added
- Are there sections you have no content for





Toast and Enjoy

Drink from the fruits of your labor

- Connect with others
- Search for alumni volunteers
- Share content
- Request & write recommendations
- Gather outcome data
- Encourage and teach others to join in
- Apply for jobs (don't tell your boss I said this)





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Why LinkedIn

Drinking Game Time

- Update prospect history
- Find job info on a graduate
- Source volunteers
- Connect with old classmate
- Catch up on news
- Learn about latest trends
- Share your professional success





Thoughts? Feelings? Questions?





FIND YOUR FRIENDS

*NAADA is all about networking!
We encourage you to stay in touch with
your new colleagues.*

*SCAN Now for a listing of 2026
Conference Attendees and their contact
information.*

Also on Page 6 of your program.





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Please take one minute
to complete our session
evaluation and
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