Today's Presenters

Terry Holmgren
Employer Liaison
SSCE

Rupali Potnis
Sr Project Coordinator
CMEC

Christine Ventulett-Buckley
Sr Project Coordinator
WMEC

Amanda Amaral
Employer Liaison
NEEC

Riverside Community Care
Leading the Way in Behavioral Healthcare & Human Services

ICI Institute for Community Inclusion
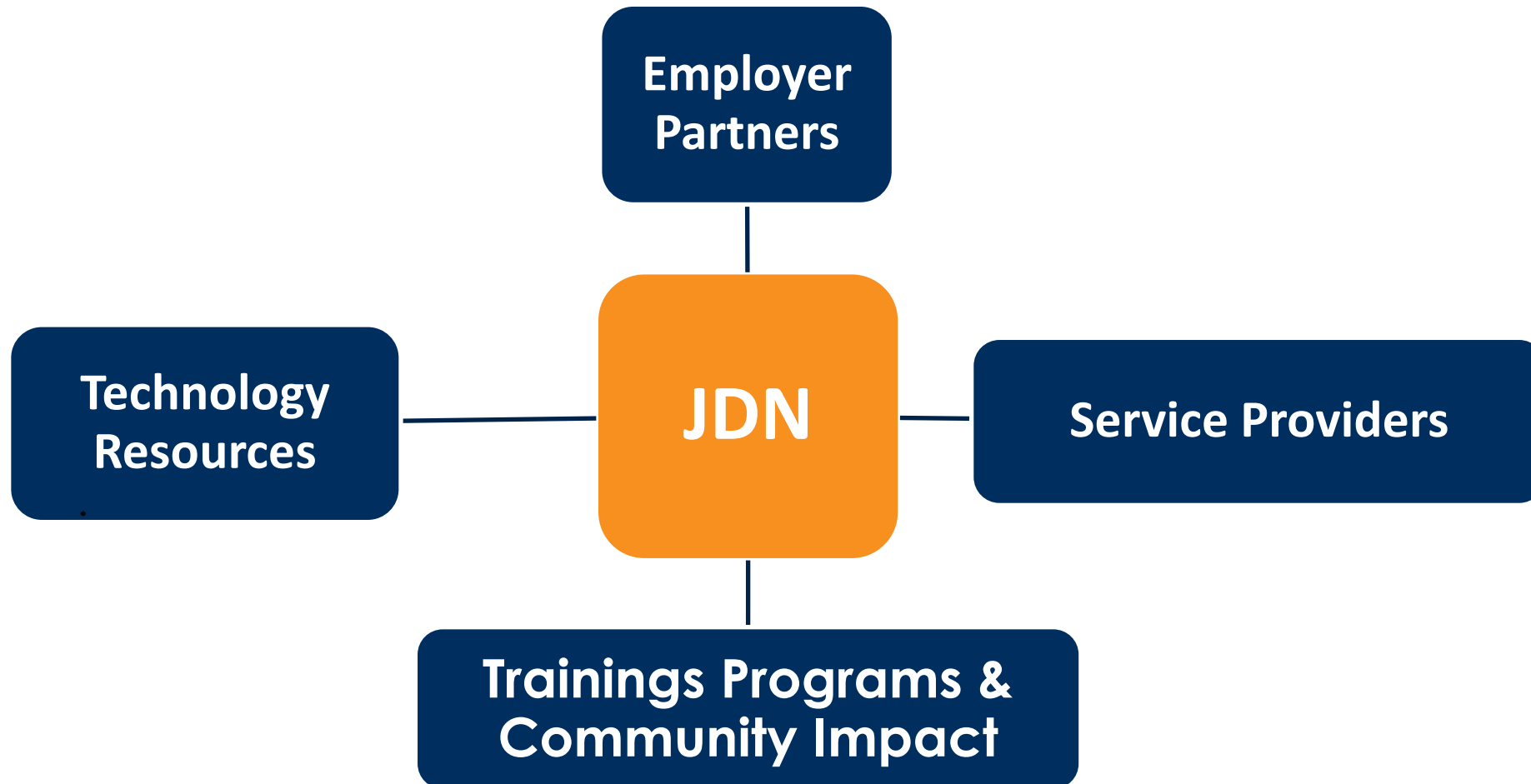UNIVERSITY OF MASSACHUSETTS BOSTON

Terry Holmgren

Terry joined the Institute for Community Inclusion in April 2024 as the Employer Liaison for the South Shore Collaborative on Employment. With experience since 2009, Terry has supported individuals with disabilities in various employment-focused roles. Most recently, Terry worked at Triangle Inc. as the Business Engagement Manager and holds a bachelor's degree in Psychology from Merrimack College.

Riverside Community Care
Leading the Way in Behavioral Healthcare & Human Services

ICI **Institute for Community Inclusion**
UNIVERSITY OF MASSACHUSETTS BOSTON

Who We Are

At the Riverside Employment Collaboratives, and ICI, we work closely with service providers and state agencies dedicated to helping individuals with disabilities find meaningful employment as well as employers who support Diversity and Inclusion on their workforce. Our mission is to increase meaningful employment outcomes for individuals with disabilities.

Our work is to empower our partners by providing tools, resources, and to facilitate a collaborative network resulting in employment offers. Supported by DDS and DMH, we aim to break down barriers and create inclusive pathways to employment.

Riverside Community Care
Leading the Way in Behavioral Healthcare & Human Services

ICI Institute for Community Inclusion
UNIVERSITY OF MASSACHUSETTS BOSTON

Improving Pathways through the Job Developers Network

Massachusetts Regional Employment Collaboratives

What you'll learn

Learning Objectives:

1. Develop and apply effective networking techniques in both traditional and digital professional settings

2. Craft and deliver a compelling elevator pitch to make lasting impressions in person and online

3. Leverage collaboration strategies and AI-powered tools to expand personal and client networks

Riverside Community Care
Leading the Way in Behavioral Healthcare & Human Services

ICI **Institute for Community Inclusion**
UNIVERSITY OF MASSACHUSETTS BOSTON

Networking – What is it?

Networking is the process of making connections and building relationships.

Networking – What is it?

Some of the skills needed for networking:

- Communication skills

- Confidence

- Active Listening

- Building Relationships

- Empathy

- Following up

Other skills that are helpful:

- Friendliness

- Respect

- Positivity

- Humor (depends on the situation)

- Nonverbal communication such as body language, and facial expressions.

Riverside Community Care
Leading the Way in Behavioral Healthcare & Human Services

ICI Institute for Community Inclusion
UNIVERSITY OF MASSACHUSETTS BOSTON

Rupali Potnis

Rupali Potnis is the Senior Project Coordinator at the Central Mass Employment Collaborative, with over 11 years of experience supporting individuals through employment services. She has a background in Human Resources and is passionate about wellness, yoga, and cooking.

In-Person Networking Opportunities

- Job fairs/hiring events/org events

- Community events

- Places of worship

- Family/friends gatherings

- Conferences

- Parties

Tips and tricks for In-Person Networking

- Research, prep and develop a strategic approach to networking to build relationships.
- Have a clear goal
- Practice on conversation starters
- Ask people about themselves
- Follow appropriate networking etiquettes
- Be an active listener
- Ask appropriate questions
- Collect contact information
- Goal should be to build relationships
- Follow up

Riverside Community Care
Leading the Way in Behavioral Healthcare & Human Services

ICI Institute for Community Inclusion
UNIVERSITY OF MASSACHUSETTS BOSTON

Tips and tricks for In-Person Networking

- Network with the right people. It's not about *what* you know, but *who* you know

- Look for people who are knowledgeable, influential, helpful

- Focus on Quality and NOT Quantity of people you know

- Create more connections both inside and outside your organization

- Wondering where to start networking, tap into your dormant connections

- Be the gate keeper of who you want to include in your inner circle

- Network throughout your entire career

Using Social Media for Networking

- Social media has revolutionized networking

- Building connections around the world

- Avoid the anxiety of meeting someone in person

- Gain insights from a diverse range of people

- Strengthen our networks

- Increase visibility of ourselves / our work to a broader audience

Choosing the Right Social Media Platform for Networking

- Traditional- LinkedIn, Facebook, X (formerly Twitter), Threads

- Image based - Instagram, Snapchat, Pinterest

- Video based – YouTube, TikTok, Instagram Reels

- Community based - Discord, Facebook groups, Patreon, Slack

   TIP!!!!! Choose the platform that supports your goal!!

Riverside Community Care
Leading the Way in Behavioral Healthcare & Human Services

ICI **Institute for Community Inclusion**
UNIVERSITY OF MASSACHUSETTS BOSTON

Leveraging LinkedIn for Networking

"Your network is the people who want to help you, and you want to help them, and that's really powerful" - *Reid Hoffman, founder of LinkedIn*

- World's largest professional network
- Most trusted and reliable
- Professional growth and career advancement
- Find the right job or internship
- Learn the skills you need to succeed in your career
- Showcase your skills and experience
- Used by Recruiters to look for top candidates
- Your built-in Resume is visible to all

Use Social Media –But Play It Safe

Tips

- Keep your private and business accounts separate
- Good practice to keep the account's settings to **Private**
- Post specific content for specific audience
- Avoid posting offensive/inappropriate content
- Represent yourself professionally on professional platforms
- Remember once you put anything online it STAYS and is VISIBLE TO ALL!!

Riverside Community Care
Leading the Way in Behavioral Healthcare & Human Services

ICI **Institute for Community Inclusion**
UNIVERSITY OF MASSACHUSETTS BOSTON

Use Social Media –But Play It Safe

Risks

- Cyberbullying
- Invasion of privacy
- Scams
- Addiction to social media
- Reduces in-person connections
- Reputation damage due to inappropriate posts

Informational Interviews

Valuable technique for exploring potential careers by asking experienced professionals about their career paths and expertise.

- Informal setting

- Low pressure

- Focused on networking, collecting information and learning about a specific career field, industry, school, etc.

- Gain insider information

- Develop meaningful relationships

- Enhance and build confidence for interviewing skills

Riverside Community Care
Leading the Way in Behavioral Healthcare & Human Services

ICI Institute for Community Inclusion
UNIVERSITY OF MASSACHUSETTS BOSTON

Christine Ventulett-Buckley

Christine Ventulett-Buckley is the Sr. Project Coordinator/Employer Liaison for WMEC at Riverside Community Care and manages CVS retail and Culinary Foundations training programs. She has a background in vocational rehabilitation and occupational therapy, with extensive experience supporting individuals with disabilities in achieving employment success.

Creating an Effective Elevator Pitch is Key to Networking Success

- What is an Elevator Pitch?

- Why is it important?

- When to use it?

Riverside Community Care
Leading the Way in Behavioral Healthcare & Human Services

ICI Institute for Community Inclusion
UNIVERSITY OF MASSACHUSETTS BOSTON

Elements of a Compelling Elevator Pitch

- Introduction: Who are you?
- What You Do: Summarize your expertise, job title, and education
- What makes you unique: What skills, experiences & assets do you have?
- Make the Connection: How do you fit in with what they are looking for? *Need to know about them and what they do/ want
- Call to Action: End with a question, request or invitation to connect further. Make a specific, direct, clear ask and make sure you know next steps.

Riverside Community Care
Leading the Way in Behavioral Healthcare & Human Services

ICI Institute for Community Inclusion
UNIVERSITY OF MASSACHUSETTS BOSTON

Tips for an Effective Elevator Pitch

- Tailor it to your audience
- Know your goal
- Highlight what makes you unique
- Practice & refine
- Time yourself
- Use your excited voice
- Speak slowly and clearly
- Use good body language include eye contact, smile and posture
- Don't give them all the details... Leave them intrigued
- Get their info and definitive next steps

Riverside Community Care
Leading the Way in Behavioral Healthcare & Human Services

ICI Institute for Community Inclusion
UNIVERSITY OF MASSACHUSETTS BOSTON

Writing your Elevator Pitch and Use Chat GPT to Polish it
10 Minutes

1. Intro: "Hello, I'm [Your Full Name]. Currently, I am a [Your Current Role/Status]."
2. Skills, experiences & assets What makes you unique? "I bring [X years] of experience in [Your Field/Industry]."
3. "My strengths are in [2-3 Key Skills relevant to the job]."
4. "Recently, I accomplished [Significant Achievement or Project], leading to [Positive Outcome]."
5. "I'm seeking to [Your Career Goal] within a company that [What You're Looking For in a Company]."
6. "I believe my abilities in [Relevant Skills] can help [Solve a Problem or Add Value] for your organization."
7. "I would appreciate the chance to discuss opportunities in [Specific Role or Department] at your company. Do you have a few minutes to chat?" It needs to be a specific, direct, clear ask.

Amanda Amaral

Amanda Amaral is the Employer Liaison for the Northeast Region at Riverside Community Care. She has over 14 years of HR experience in onboarding, recruiting, and DEI, and holds an MBA from UMass and a Bachelor's in Education from Anna Maria College. She is passionate about helping others learn and grow.

Riverside Community Care
Leading the Way in Behavioral Healthcare & Human Services

ICI Institute for Community Inclusion
UNIVERSITY OF MASSACHUSETTS BOSTON

Digital Organization

The Digital age is inevitable, it is everywhere we go.

There are so many tools out there, that can help you stay organized, find info you may not have, help you write those intro emails, and lots of other neat tools!

- Digital Business Cards

- Using AI to find contact info
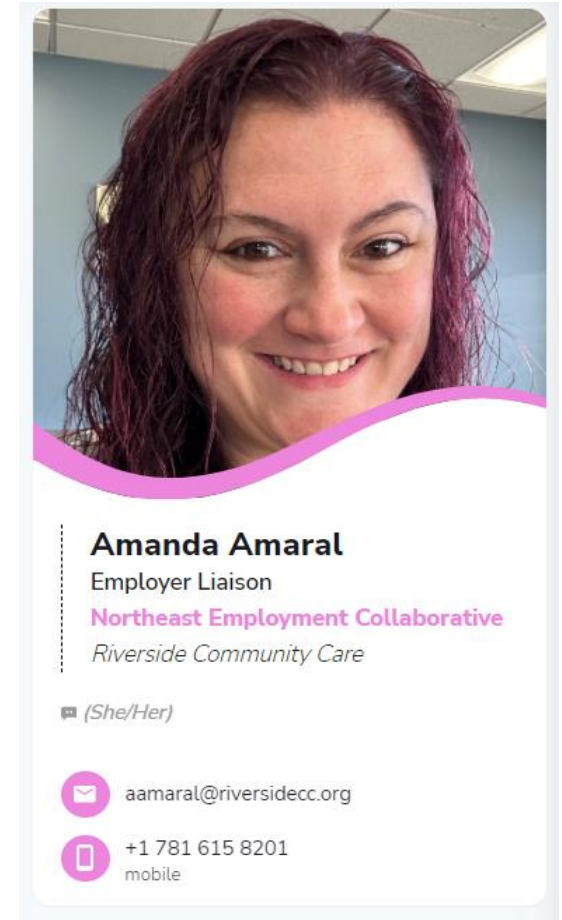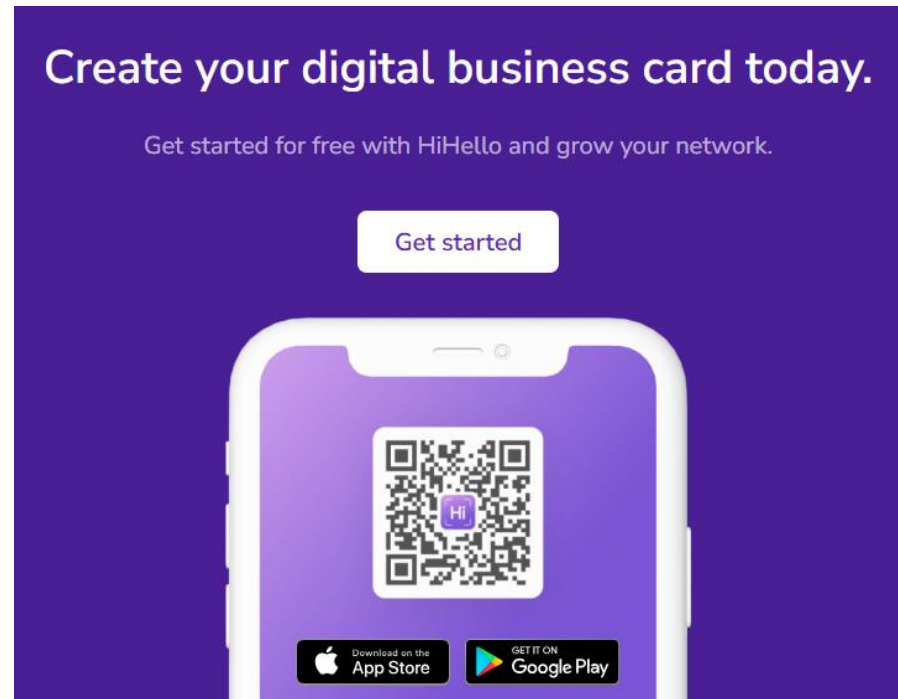
- Rec's Employment Guide

Riverside Community Care
Leading the Way in Behavioral Healthcare & Human Services

ICI Institute for Community Inclusion
UNIVERSITY OF MASSACHUSETTS BOSTON

Digital Business Card

Digital Business Card

Nicole Williams
Project Coordinator/Employer Liaison
Greater Boston Employment Collaborative
Riverside Community Care

✉ nwilliams@riversidecc.org

☎ +1 781 807 0514

Create your digital business card today.

Get started for free with HiHello and grow your network.

Get started

Download on the App Store   GET IT ON Google Play

Amanda Amaral
Employer Liaison
Northeast Employment Collaborative
Riverside Community Care

💬 (She/Her)

✉ aamaral@riversidecc.org

📱 +1 781 615 8201
mobile

Riverside Community Care
Leading the Way in Behavioral Healthcare & Human Services

ICI **Institute for Community Inclusion**
UNIVERSITY OF MASSACHUSETTS BOSTON

Using AI to Find Contact Info

Using AI to help you find contact information
can be as simple as a click, or prompt.

Using AI to Find Contact Info

Staying Organized

Introducing "The Rec's Employment Guide," a valuable resource crafted by Nicole for career professionals to enhance their support for clients in leveraging technology for effective job searching and networking.

The Rec's Employment Guide

Tips for Networking
Read the instructions manual → 🔥
Instructions Manual - Prospecting

Resources 📚
▶ Job Hunting Tips
▶ Build Your Network

Cold Email Tips 💬
💌 Cold Emailing Template
💬 LinkedIn DM's Template

Riverside Community Care
Leading the Way in Behavioral Healthcare & Human Services

ICI Institute for Community Inclusion
UNIVERSITY OF MASSACHUSETTS BOSTON

Staying Organized

If you would like a copy of the template we just demonstrated, please register here, and we will email it directly to you!

The REC's Employment Guide

Networking is the art of building and maintaining connections for shared positive outcomes.

Devora Zack

Open to Questions!

Thank you for attending today's workshop on how various digital tools can help you in your networking efforts!