Career Communities Toolkit

What is a Career Community?

Career Communities are groups of Reed graduates, students, faculty, staff, and others who are all related through a particular industry or other connection. These groups provide information, job opportunities, and mutual support over a variety of media. Career Communities are independent from Reed and the Alumni Association, and develop their own rules and means of communication. However, the Reed Career Alliance and the Center for Life Beyond Reed are happy to support the development of these communities, and will provide tools or other resources to help them grow.

How do I start a Career Community?

Starting a Career Community is easy. Just follow these steps:

1) **Come up with a name.** Most Career Communities have descriptive names like “Reed Legal Network” while some might be more edgy or fun like “STEMfemmes”.
2) **Choose a communication platform.** It’s generally good to have a communication medium that is common in your field. Facebook and LinkedIn pages are the most common platforms, but some industries or disciplines might have alternative media, including email listserves, Google groups, etc. Choose something that is easily accessible and intuitive for your members.
3) **Get listed on the Reed Career Alliance site.** Let us know about your group, and we’ll put it on the website. This will help drive traffic to your community page. Just email us at alumni@reed.edu with “Career Communities” in the subject.
4) **Find your people.** There are a two good ways to locate people in your field. The first is by doing a database search through IRIS. If you’re having problems, we can help you with that. Just let us know. The second way is to publicize your group through existing websites like the various Reed Facebook groups, and through the Reed LinkedIn group.

How do I make my Career Community relevant or valuable to other alumni?

One of the big challenges for Career Communities is trying to keep interest up. The following are a few “best practices” for managing your community:

1) **Engage a few “champions”.** Try to get a few other people besides yourself that will add content, discuss issues, and recruit new members.
2) **Add meaningful content often.** The more resources, news items, and job opportunities that you can add from your field will make the site more valuable to members. Encourage the other champions in your group to comment on posts often to keep the tempo up.
3) **Connect your community to offline events.** Arrange for networking events or meetings at Reed events (e.g. Working Weekend, Reunions, etc.) or encourage events in Chapter cities where members can meet each other.
4) **Collaborate with other Career Communities.** Don’t reinvent the wheel! Learn and grow with the rest of us who are leading these efforts.

If you have any other questions, just let us know!

Email us at alumni@reed.edu with “Career Communities” in the subject.