

# Closing the Network Gap

A vibrant, candid photograph of a diverse group of young adults, including men and women of various ethnicities, smiling and laughing together. One man in the foreground is making a peace sign with his hand. The overall mood is joyful and suggests the importance of building positive connections and networks.

Equipping Students with  
Career-Building Connections

Sept 12, 2025

Equitable Counseling Conference

# Today's Agenda

Warm  
Up

Career  
Launch

MANA  
Summer  
Bridge

Cool  
Down

# Introductions - CSM in the House!



**Jane Hsu Southwick**  
Career Counselor +  
Instructor



**Melissa Manuofetoa**  
“Ehm”  
Counselor + Instructor  
Learning Communities



**Dr. Finausina Tovo**  
“Fi”  
Project Change  
Coordinator + Instructor

# Who's In the Room?

What's your campus role?

Anyone focus on student career development?

Anyone work with employers or alumni?

What brought you to this workshop?

# Pair Share

**Chat with the person next to you:**

1. How did you get your first job in education?
2. Did you talk to any professionals in this field before you got the job?



# **Career Launch**

# **Partnership with a social enterprise**

# **Building student social capital**

# Three Part Story

What  
is  
CRER  
126?

What  
is  
Career  
Launch?

National  
&  
CSM  
Outcomes

Resume

World of Work

LinkedIn

Interviews

Cover Letter

**CRER 126**  
**Job Search**  
**Strategies**

Salary  
Negotiation

Job Boards

Informational  
Interviews

Engagement? Data? Equity?

# C A R E E R L A U N C H

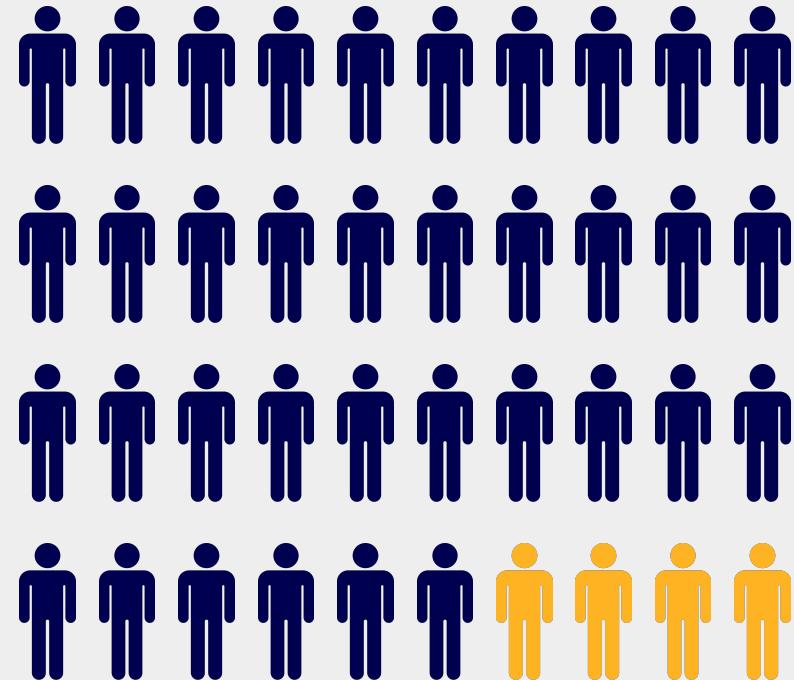
Build your Career-Aligned Social Capital

[impact@careerlaunch.academy](mailto:impact@careerlaunch.academy)

[www.CareerLaunch.academy](http://www.CareerLaunch.academy)

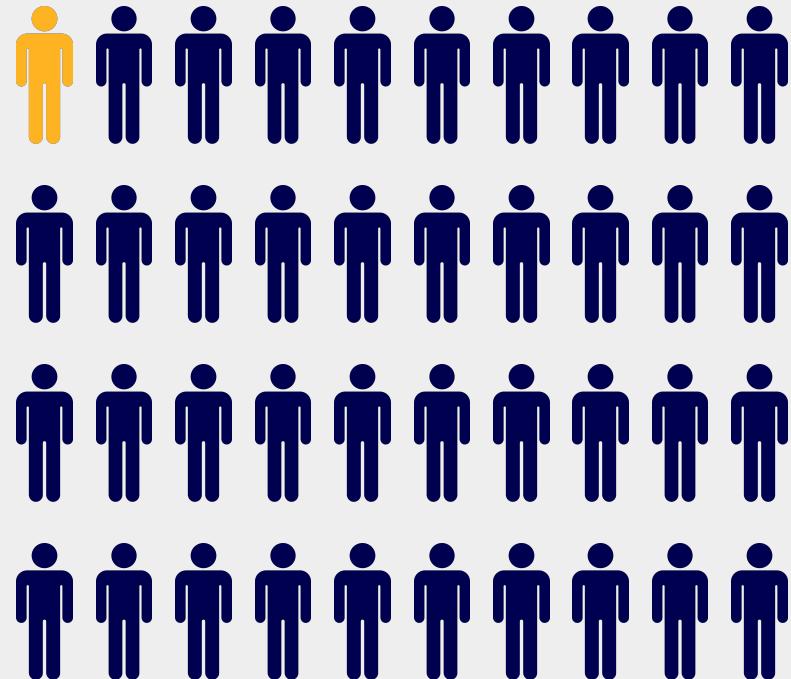
# Student Behavior

**90%** of students spend  
most of their job / internship  
search applying online



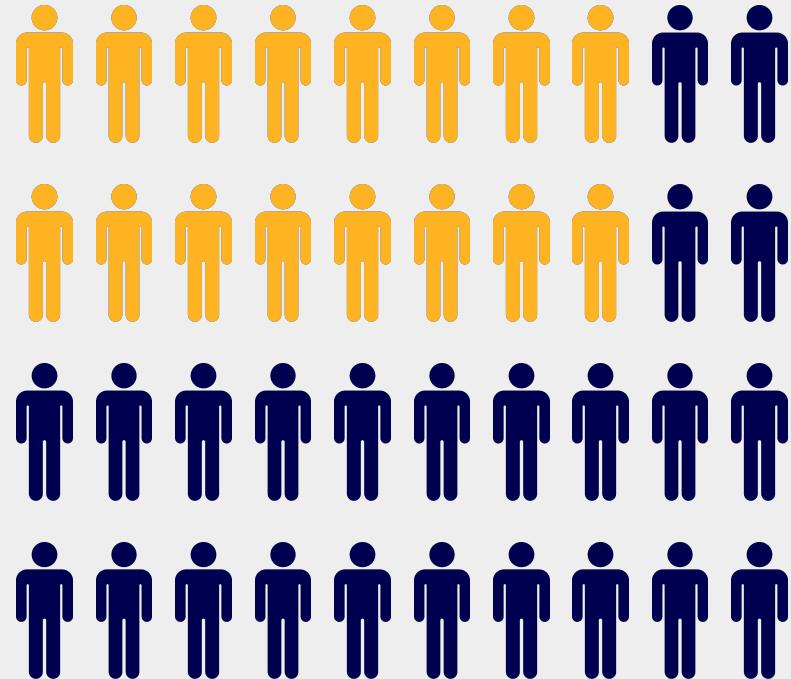
# Applying Online

**2%** Success Rate of  
getting an Initial Interview



# Applying Online

12x more likely to Earn the Position with an Internal Advocate



# QUESTION

What percentage of jobs are found through personal connections?



# Most students don't realize...



**20%**

of Jobs & Internships are advertised

Source: Designing Your Life, 2018

**87%**

of employers said they hired at least one intern through an informal channel

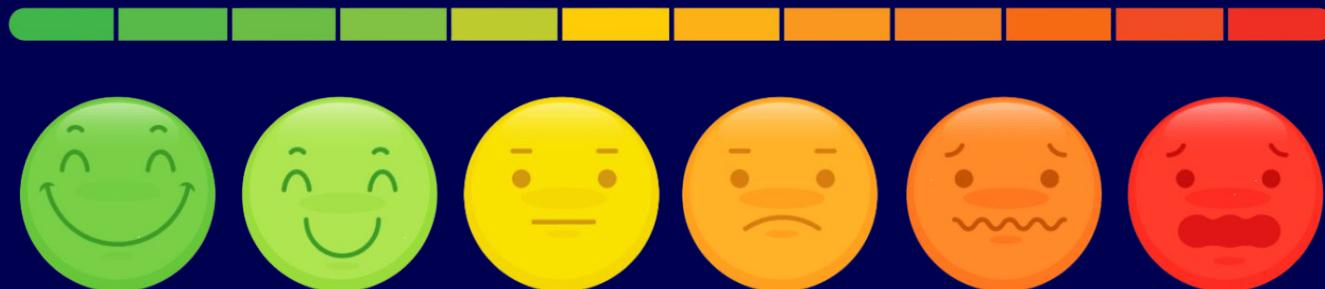
Source: Inside Higher Ed, 2024

**80%**

of jobs are filled in the hidden job market

Source: Forbes, 2023

# How comfortable are students at reaching out to professionals to have a career conversation?



The 8-step scaffolded framework provides students of all backgrounds and fields of study the agency to take ownership of their academic experience and their career development.

Career Launch focuses on an equitable social capital curriculum that is personalized, strategic, proactive, and rooted in self-efficacy. We've learned that providing students with content isn't enough. Motivation and accountability, delivered via socio-emotional learning best practices, are integral for students to take action.

**14 + YEARS**

The Career Launch Method has been developed and refined over the course of 14+ years of evidence-based student data and research.

# The Career Launch Method



# Pre/Post Data Analytics



## Micro-Learning Videos

A screenshot of a video player interface. On the left, there is an illustration of two women, one in a white shirt and one in a blue jacket, shaking hands. A speech bubble from the woman in blue says "IT'S COMPLETELY FINE IF YOU'RE FEELING A BIT NERVOUS ...EVEN AFTER YOU FINISH YOUR". The video player has a play button, a progress bar, and a volume icon. On the right, there is a video frame showing a woman with dark hair smiling. Above the video frame, there is a text box with the heading "Step 4 - Day 1 Email Template" and some sample text. The video player has a "Welcome to Career Launch" button at the bottom.

# Hard Copy Workbook



## Facilitator Training and Resource Portal

A screenshot of the "Welcome to the Career Launch Certified Facilitator Resource Portal". The page has a navigation menu on the left with categories: Welcome, Marketing &amp; Recruitment Materials, Facilitation Materials, Wrap-Up Materials, Facilitator Resources, Student Resources, and LinkedIn Resources. The main content area has a heading "Welcome to the Career Launch Certified Facilitator Resource Portal" and a subtext "This portal is designed to provide you with everything you need to succeed as a Career Launch Certified Facilitator." Below this, there is a list of resources and a diagram showing the interconnected nature of the portal's features: Interactive Webinars, Classroom/Group coaching, Micro-learning Videos, and a Career Readiness Inventory.

If you have any questions or need support, don't hesitate to reach out to our Career Launch team at [certifiedfacilitators@careeralaunch.academy](mailto:certifiedfacilitators@careeralaunch.academy)

## Key Takeaways

- 1) Language Matters
  - a) ~~Informational Interviews~~ → Career Conversations
  - b) ~~Networking~~ → Relationship Building
- 2) Actionable, Clear, Micro-Steps and Scripts



# Step 2 - Strategic Research

LAUNCH YOUR CAREER WORKBOOK

## How to Target Professionals Who Can be Most Helpful to You

Try to identify some or all of the attributes below for the professionals you add to your Strategic Contacts Lists (p. 31-35).

**1. Job Function**  
A job function describes a general category of job roles at an organization, such as finance, nurse, human resources, teacher, marketing, office assistant, design, etc. **Targeting professionals in the job function you are most interested in is a great way to discover insights about your job types of interest.**

**2. Job Title**  
Hiring managers are supervisors or managers of other employees. These professionals are more likely to make hiring decisions than non-manager professionals. Unless you are trying to get a job in HR, **DO NOT target recruiters or HR personnel**. You want to target **mid-level management professionals**, who are "Directors" or "Supervisors" in the departments or divisions of your organizations of interest. See the graphic on page 23. 

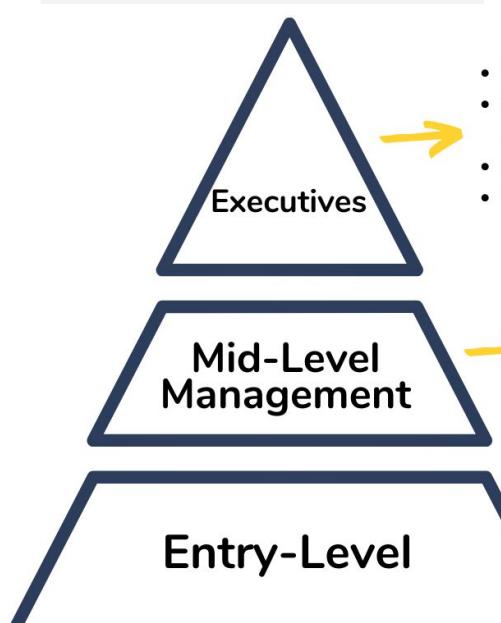
**3. Location**  
Identify people who are located at the office or worksite where you want to work. This is not important if you are looking for a remote position.

**4. Shared interest or background (optional)**  
Your school's alumni are more likely to speak with you, even if they have never met you. Other things you may have in common that can establish a connection include **shared first-generation status; community college background; veteran/military background; ethnic heritage; hobby** (if discussed on the professional's LinkedIn, personal website, or biography page); involvement with a sport, community group, non-profit, etc.

LAUNCH YOUR CAREER WORKBOOK

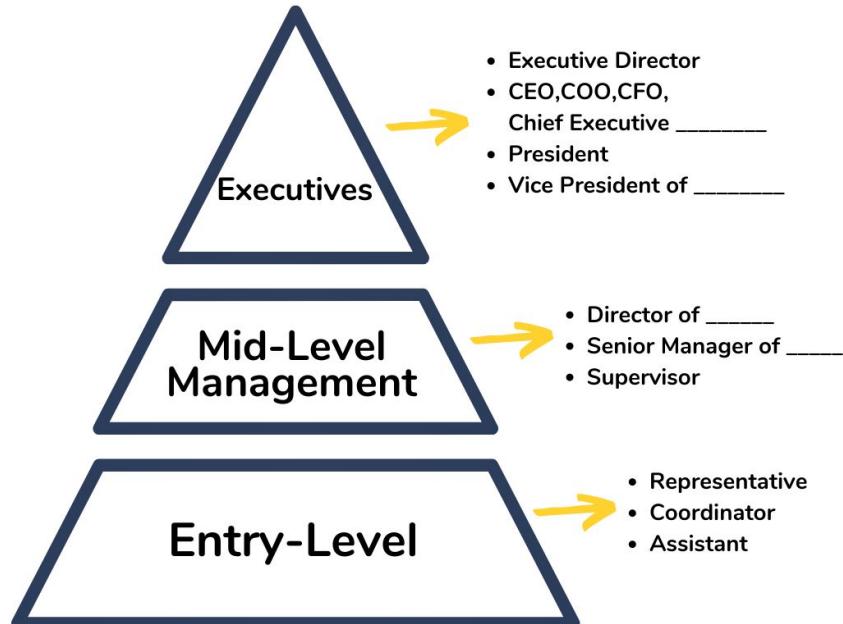
Of your Top 10 organizations on page 19, choose five to focus on. Write them below and on the top of pages 31-35, your Strategic Contacts Lists.

1. \_\_\_\_\_



- Ex...
- CE...
- CH...
- Pr...
- Vi...

LAUNCH YOUR CAREER WORKBOOK



# Step 2 - Strategic Research

LAUNCH YOUR CAREER WORKBOOK

## ★ How to Find Work Email Addresses

Over ten years of data shows that **email is the most effective way** to reach out to professionals.

But how can you find the work email of a professional you don't know? Begin by checking the company website. Then use the following tools until you find a working email address. Never email someone's non-work email unless it is listed publicly on their personal or organization website.

Although you may need to enter your email to create an account for some of these services, you don't need to pay. If one of these services isn't working for you, try another.

For a full list of email-finding tools, visit [www.careerlaunch.academy/resources](http://www.careerlaunch.academy/resources) or scan the QR code to the right.

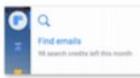


### Clearbit Connect Browser Extension

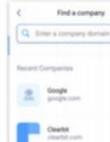
1. Download the Clearbit Connect Chrome browser extension



2. Click the Clearbit button on the right sidebar in Gmail



3. Search for an organization



4. Search for a name, role or title



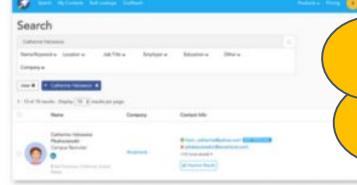
LAUNCH YOUR CAREER WORKBOOK

## RocketReach Browser Extension

1. Download the RocketReach Chrome browser extension



2. Search for names or organizations



Students watch an online demo of these browser extensions

## Email-Format.com

1. Search for the organization's domain



2. Use the recommended format for the employee you want to reach



# Step 3 - Professional Brand

**Crafting an Email Signature**

As you can imagine, many professionals will not say "Yes" the very first time they receive an email from you. To increase your chances of getting a response, make your email as professional and simple as possible.

An email signature bolsters your credibility because it gives the recipient relevant information about you. At the very least, include your name, photo, major or program of study, your school, and a link to your LinkedIn profile. If you have a personal website or online portfolio, you should include links to those as well. You may not be comfortable having your phone number on your email signature at all times. For the purpose of reaching out to professionals, it increases transparency and the likelihood of you receiving a "Yes."

To learn how to create an email signature or use one of our templates, visit [www.careerlaunch.academy/resources](http://www.careerlaunch.academy/resources).

Here are several samples of excellent email signatures:

**Sonia Gonzalez**  
Business Administration  
San Diego City College  
(123) 456-7890  
[www.linkedin.com/in/sonia-gonzalez12](http://www.linkedin.com/in/sonia-gonzalez12)

**Henry Gabriel**  
Penn State, Sociology  
VP of Interact Club | (123) 456-7890  
[www.linkedin.com/in/henrygabriel1234](http://www.linkedin.com/in/henrygabriel1234)  
[www.henrygabrielportfolio.com](http://www.henrygabrielportfolio.com)

**Kirthi Ramjin**  
Art & Design, Games Playable Media  
University of Iowa  
LinkedIn: [www.linkedin.com/in/kirthiramjin](http://www.linkedin.com/in/kirthiramjin)  
(123) 456-7890

40 Career Launch Method 1 2 3 4 5 6 7 8

## Creating Email Signature on Outlook

Microsoft Edge was designed to feel at home on a Mac. Download now

Results

We didn't find anything.  
Try a different keyword.

Gas. 180 miles. Getting there ASAP.

Join now

## Creating Email Signature on Gmail

LinkedIn

Advance Your Career - Find jobs for Directors & Vice Presidents in San Francisco \$150,000. Ad

CAREER LAUNCH - A SOCIAL ENTERPRISE

Marieli Rubio (She/her)  
Partner and Director of Impact at Career Launch™  
Santa Clara, California, United States - Contact Info  
500+ connections

Open to Add section More

Show recruiters you're open to work - you control who sees this. Get started

Share that you're hiring and attract qualified candidates. Get started

Private to you

Let's improve equal access to opportunity

Sean O'Keefe - 1st  
Founder & Partner at Career Launch |... Message

Stephen D. Terpere - 1st  
Educator | Learner | Messaging

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# Step 4 - Outreach

LAUNCH YOUR CAREER WORKBOOK

## ★ 10-Day Outreach Strategy

You must follow ALL these micro-steps to maximize your success rate. If you take shortcuts or don't follow this schedule, your chances of getting a "Yes" decrease.

From your Strategic Contact Lists on pages 31-35, you can choose one person from five different organizations or five people from the same organization.

(Note: do not count weekends or holidays)

- ✉ Day 1 - **Initial Email** to contacts 1-5.
- ✉ Day 3 - **Follow-up Email** to contacts 1-5.
- 📞 Day 5 - Call contacts 1-5.
- ✉ Day 7 - **LinkedIn message** to contacts 1-5.
- ✉ Day 9 - **"Give-up" Email or Print & Mail a letter.**  
Include your resume and send in a 9"x12" envelope.
- STOP Day 10 - **Stop contacting** the first 5 people and repeat the process with 5 more contacts from your list on pages 31-35.

If you receive a response, great! If you don't receive a response, continue through Day 9 before you stop your outreach.

This is how you separate yourself from other students looking for jobs and internships. You demonstrate that you go above and beyond by being proactive. You are communicating that you are eager for career success and enthusiastic about learning from them.

Professionals will appreciate and respect your professional etiquette and persistence.

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Career Launch Method 1 2 3 4 5 6 7 8

LAUNCH YOUR CAREER WORKBOOK

## Initial Email Template (Day 1) ✉

Sending a clear and concise email is essential to landing a career conversation. The template below has been refined over 10 years based on student data and will optimize your chance of getting a "Yes."

**Important:** make sure to customize the email so the professional knows you really care about meeting with them. You can do this by mentioning the name of the college that the person attended or the first company they worked for, in addition to the name of the company they currently work for. All emails should be sent from your school email address, not your personal email.

Subject Line: [University of Texas]

Hi [Name\*].

I'm a student at the [University of Texas]. I have an assignment this [quarter/semester/semester] to conduct two 20-minute career conversations via video chat or in-person with [companies/organization] and people that interest me.

You've had a successful career [since you graduated college from \_\_\_\_\_. I'd like to learn about your journey from [name of first company after college] to [name of current company] because I'm interested in \_\_\_\_\_ as well.

I understand you probably keep a busy schedule, so I'm willing to meet before or after business hours, if necessary. Are you available on [day & time slot] or [day & time slot]?

I hope it's okay that I'm sending this email, and I look forward to hearing back from you.

Regards,

**Sonya Jain**  
History & Sociology  
University of Texas  
phone number:  
[www.linkedin.com/in/](http://www.linkedin.com/in/)\_\_\_\_\_

Career Launch Method 1 2 3 4 5 6 7 8

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C A R E E R  
L A U N C H™

23

# 2-YEAR COLLEGE OUTCOMES

92%

of Career Launch participants reported that learning how to strategically create social capital with employers of interest **increased their likeliness to complete their program/degree.**

83%

of Career Launch participants reported that the Career Launch immersive experience **improved their mental health** related to career readiness and life after college.

"Career Launch enabled us to scale our career services, reach more students, and collect valuable data about career readiness despite us having a small team.

Our campus is rural and has a large population of first-generation students, and this program has been very beneficial for them to measure their career readiness and create new professional relationships."



Gail Bower  
Lead Career Advisor  
**Western Nebraska Community College**

"The Career Launch program has significantly enriched the content of my workforce preparation courses. In my capacity as a professor, it was effortless to incorporate most of the program's handbook into my lesson plans. The program helped develop my students' confidence and skills to attempt a potential career conversation with professionals.

One of my students mentioned feeling more comfortable attending our Job Fairs and engaging in conversations with employers. I am fortunate to have been certified through Career Launch and to have access to the videos and presentations that help enhance my lessons."



Veronica Castaneda  
Assistant Professor  
**Santa Ana College, School of Continuing Education**

## 89%

of students report **greater confidence** in understanding how to create relationships with professionals from scratch

## 77%

of students enjoyed having a tangible, hard-copy workbook to reference and complete activities in

“ The Career Launch Program helped me build the confidence I needed with not only employers but also with professors and the college community as a whole.

Summer  
Haslam

## 100%

of students report feeling more prepared to land internships / jobs / research positions that have **not been posted online**.

# Thank you!

**Please connect:  
Jane Hsu Southwick  
southwickj@smccd.edu**

# MANA SUMMER BRIDGE

Empowering Pacific Islander Student Career Access

Presented by Dr. Finausina Tovo & Melissa Manuofetua  
September 12, 2025



**DR. FINAUSINA  
TOVO**



**DR. WESLEY  
HINGANO**



**MELISSA  
MANUOFETOA**



# MANA



Mana aims to increase student academic support by adopting a cohort model as it guides students on a clear pathway to graduation, transfer, & career success. MANA provides a Critical Pacific Studies & Oceania Certificate, specialized curriculum, and a wraparound support community.

Presented by Dr. Finausina Tovo & Melissa Manuofetoa  
September 12, 2025



# MANA SUMMER BRIDGE STRUCTURE

“Rooted in Identity, Rising in Innovation: Pacific Islander Pathways into STEM [Science, Technology, Engineering, Mathematics]

This first-ever Mana Summer Bridge experience centers Pacific Islander cultural values and community-building, while offering practical, academic, and emotional preparation for the college journey.

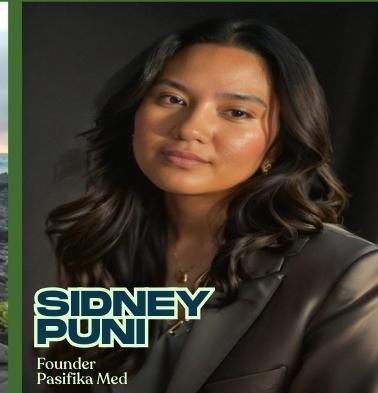
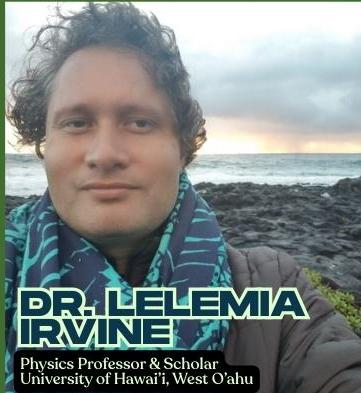
Student Audience: Primarily for incoming recently graduated high school students, but open to all returning and/or continuing CSM Pasifika students.

9 DAYS

MANA

- Talanoa
- Workshops
- Guest speakers
- Academic Counseling
- Financial Aid Onboarding
- Campus Partner Connections  
(EOPS, Promise, DRC, AAPILD, and more)

# PASIFIKA IN STEM



- Defining STEM
- Careers in STEM
- BIG PHARMA - Defining the pharmaceutical industry
- Biotechnology

- STEM in Food Technology & Investment
- Indigenous STEM
- Native Hawaiian Wisdom from an engineers lens
- The Future of STEM
- AI/AI in the Bay Area

- Ethics of Innovation
- Racism in AI technology
- Tuvalu's Digital Nation
- STEM Career Experiences

Presented by Dr. Finausina Tovo & Melissa Manuofetoa  
September 12, 2025



# USING AI & TECH TO PRESERVE CULTURE & SOVEREIGNTY



Presented by Dr. Finausina Tovo & Melissa Manuofetao  
September 12, 2025



# USING AI & TECH TO PRESERVE CULTURE & SOVEREIGNTY



**"IF WE'RE NOT AT THE TABLE, WE RISK BEING  
CODED OUT OF THE FUTURE."**

**- NAMULAU'ULU NU'UALI'I ETEROA LAFAELE  
[ENGINEER, SAMOAN]**

## Preserving Sovereignty Beyond Borders:

AI helps Tuvalu digitally map land, culture, and governance systems, allowing the nation to assert sovereignty in virtual space—even if the physical land disappears due to colonially driven climate change.

## Archiving Ancestral Knowledge with Respect:

Instead of Western data extraction, AI tools are being used by Tuvaluans to record language, oral history, and traditional ecological knowledge—on their terms, in their voices.

## Cultural Immortality Through AI & 3D Modeling:

Using AI and immersive tech (like digital twins), Tuvalu is replicating islands, ceremonies, and structures—not for tourism, but for cultural continuity for future generations.



# MANA SUMMER BRIDGE



**CONNECT  
WITH US**

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Dr. Finausina Tovo

tovof@smccd.edu

Caroline Tuipe

<https://decoloniseall.org/>

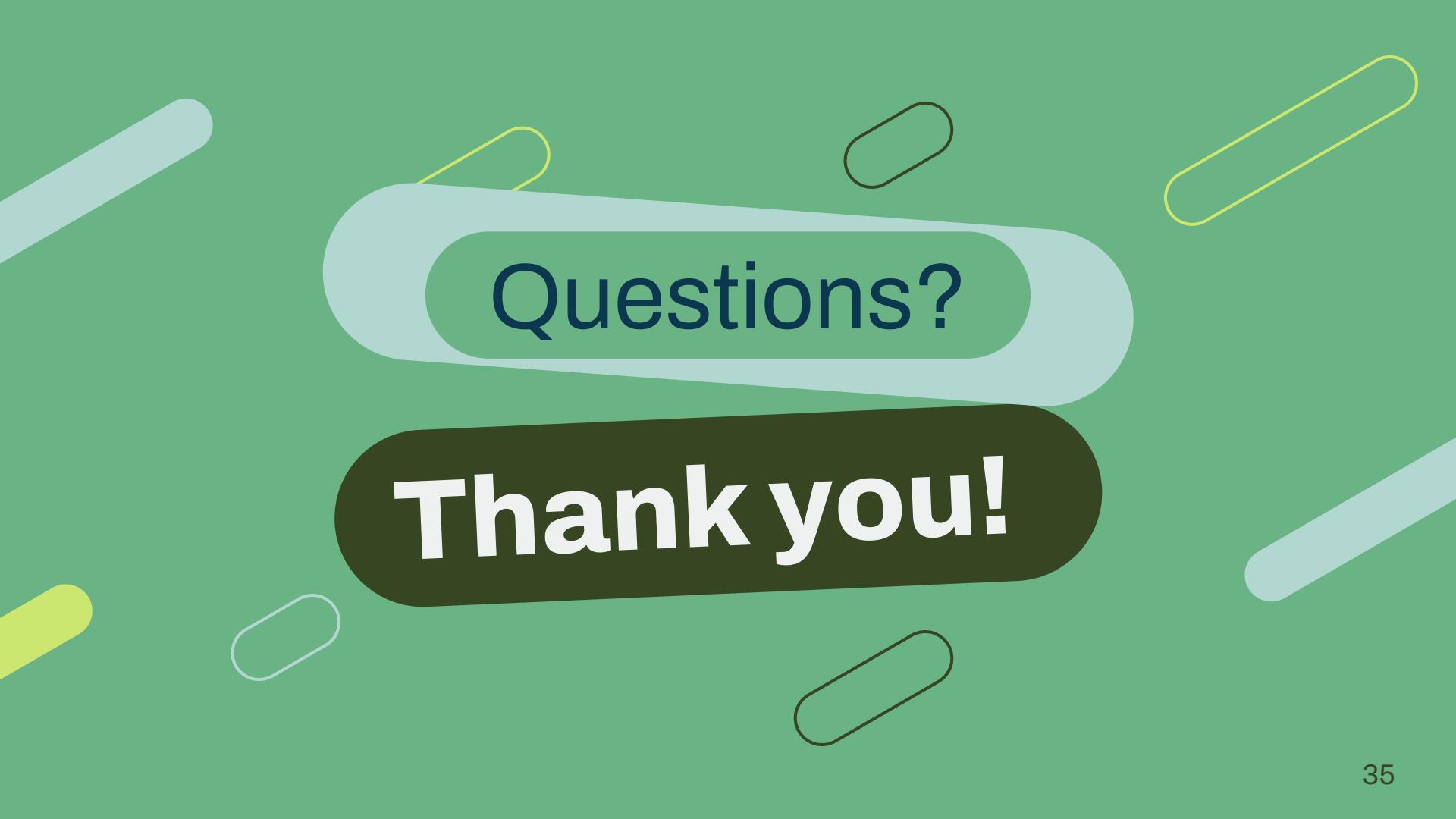
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Pair Share with  
someone  
new!

What's one new  
thing you learned?

Is there anything you can  
implement at your campus?



Questions?

Thank you!