

EX SCIENTIA TRIDENS



USNA Alumni in Atlanta I Know -- **Approx. 20**

USNA Alumni in Atlanta -- **Approx. 600?**

Of the 20 USNA alumni I know:

- The same issue re: alumni
- Desire to meet more
- Post-naval career focus
- Busy lives
- See opportunity to strengthen alumni network





Academy Connect Atlanta

Connecting Atlanta-Area Service Academy
Alumni for Business Networking



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- Born out of desire to build strength of USNA alumni network (not just when it is “needed”!)
- Why network with Academy alumni?
 - Common background / experiences
 - Academic strength
 - Similar moral compass
 - Strengthen Academy alumni association
- Why limit to only USNA?



Introduction (cont.)

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- Implementation Team
 - Dan Branch (USNA '96)
 - Arnold Galit (USNA '92)
 - Brian Pilger (USNA '93)
 - Jeff Plank (USMA '85)



Online Networking – Why Bother?

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- Online social networking tools
 - Grown in popularity in recent years
 - Improved security and privacy
 - Provide simple (yet powerful), central (yet not all-consuming) point for improving & maintaining relationships
- First were for purely social purposes
 - Facebook, MySpace, etc.



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Online Networking – Beyond “Friends”

- Evolved into helpful business networking tools
 - LinkedIn, MeetUp, MyWorkster, etc.
- LinkedIn widely accepted and utilized (and free!); global, but highly local
- General LinkedIn Stats
 - > 360,000 Atlanta-area professionals
 - > 300 USNA alumni
 - > 500 USMA alumni
 - > 170 USAFA alumni



Building Connections – Who Benefits?

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- **Word-of-Mouth**
 - Slow, but effective
 - No benefits accrued to any organization
- **Introduction from USNAAAA**
 - Fast and effective
 - Benefit accrues to USNAAAA
 - A membership “benefit” that interests/entices new, young members
 - No cost to USNAAAA

Linked In Group Screen Shot – Home Page

[People](#) | [Jobs](#) | [Answers](#) | [Companies](#) | New Improved Search! Search for a person or company now! | [Settings](#) | [Help](#) | [Sign Out](#) |  [Language](#)

Explore People Search: [Harvard - Vice President at Google - Accounting](#) [Advanced](#)

-  [Home](#)
-  [Groups](#)
 - [Academy Connect Atlanta](#)
 - [Goizueta Business School at...](#)
 - [Service Academy Business...](#)
 - [See all »](#)
-  [Profile](#)
-  [Contacts](#)
-  [Inbox \(2\)](#)
-  [Applications](#)



Dan Branch
Director at Taylor Consulting Group
What are you working on?

Your profile is 75% complete [[Edit](#)]

117 Connections
[links you to 1,999,800+](#)

[Earn free nights with WelcomeRewards from hotels.com](#)


Inbox (2 unread)

Richard Walleshauser	RE: Join my network on...	Apr 13	take action ▾
Andrew Sell	RE: Hey!	Apr 9	take action ▾


Action items: [Introductions \(1\)](#), [See all messages](#) »

Network Updates

What are you working on now?


 [Dan...](#)

Today

 **GROUP UPDATES (2)**

[Bryan McGrath](#) joined the group [GLOBAL ENERGY & POWER NETWORK](#) [Find a group for you](#) »

[Adam "AB" Bloom](#) joined the group [Web Standards Design + Development](#) [Find a group for you](#) »

 **CONNECTION UPDATES (8)**

[Jodi Falkenthal](#) is now connected to [Don Gilmour](#), [Boz Boschen](#), [Robert Bacik](#), and [3 other people](#).

[Richard Walleshauser](#) is now a connection

People you may know

Pooja Atwal Executive Specialist at Merck	Invite ×
Jennifer Anderson Serani Managing Consultant at IBM Global Services	Invite ×
David Bergheim Director of Marketing	Invite ×

[See more](#) »

Ads by LinkedIn Members

[Free Timesheet Demo](#)
Cut costs, save money with online Timesheet software.
[journyx.com](#)

From: [Andrew Trent](#)

[Outsourced Product Dev.](#)
Outsourced Product Development, Get Dedicated Team-ISO 9001, Deloitte50
[www.ideavate.com](#)

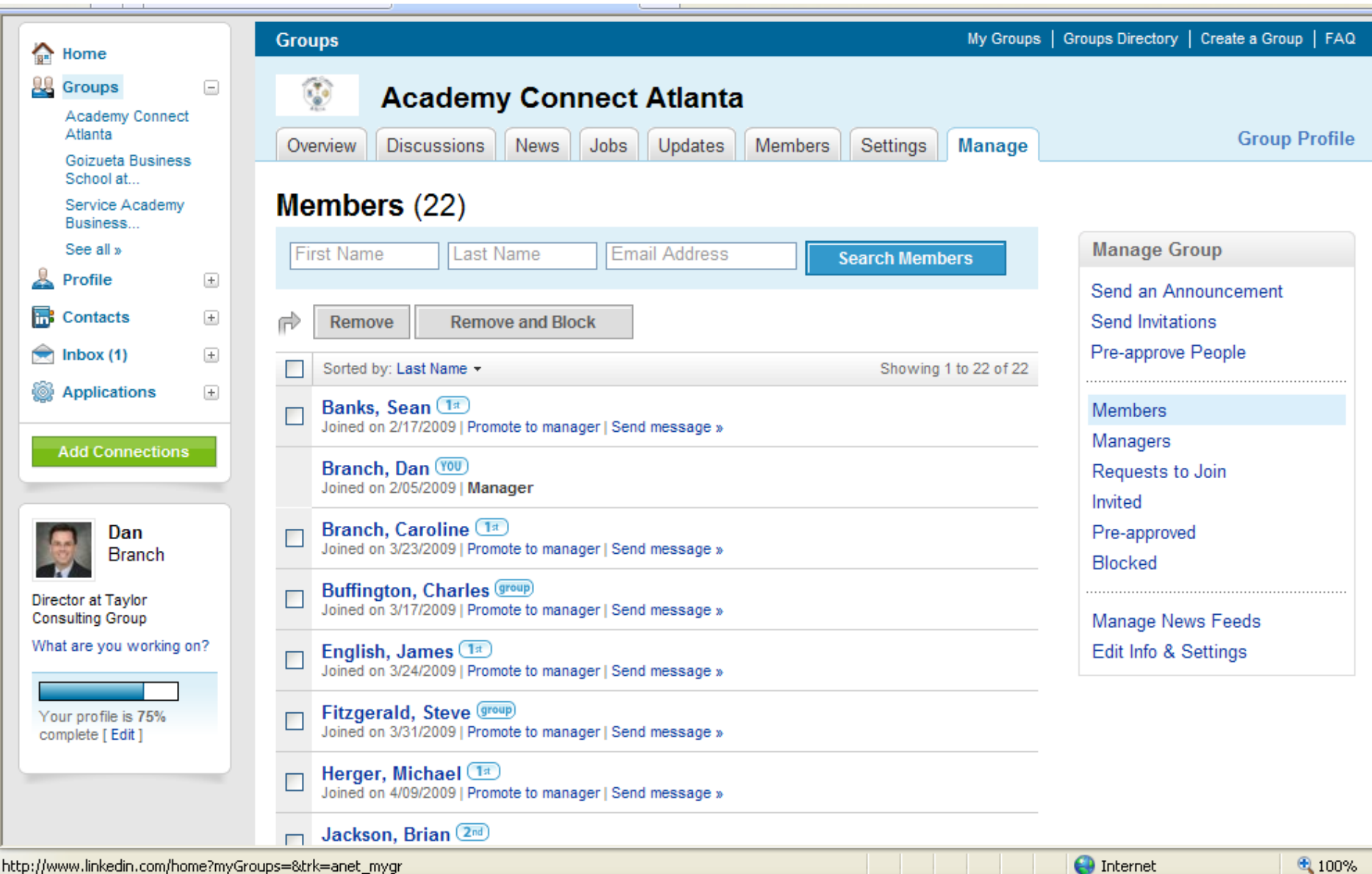
From: [Sateesh Chandrashekar](#) (sateesh@ideavate.com) [What's this?](#)

Linked In Group Screen Shot – Group “Overview”

The screenshot shows the LinkedIn Group Overview page for "Academy Connect Atlanta". The page is divided into several sections:

- Left Navigation Panel:** Includes links for Home, Groups (with a sub-menu for Academy Connect Atlanta, Goizueta Business School at..., and Service Academy Business...), Profile, Contacts, Inbox (1), and Applications. A green "Add Connections" button is also present.
- Group Header:** Features the group name "Academy Connect Atlanta" and navigation tabs for Overview, Discussions, News, Jobs, Updates, Members, Settings, and Manage. A "Group Profile" link is on the right.
- Activity Section:** Titled "Activity: Last 7 Days", it lists "1 New member" and "6 New discussions".
- Discussions Section:** Titled "Discussions", it includes a "Start a Discussion" button and tabs for "Recent Activity", "Recent Discussions", and "Most Comments".
- Featured Discussion:** A highlighted discussion titled "Welcome to Academy Connect Atlanta! Please introduce yourself here - academy, class, business interests, etc." by Arnold Galit, posted 1 month ago.
- Other Discussions:** Includes "Announcement from Academy Connect Atlanta" by Arnold Galit (11 days ago), "Twitter -- Who Needs It?" by Dan Branch (10 days ago), and "13th Annual Army-Navy Golf Challenge" by Dan Branch (20 days ago).
- Right Sidebar:** Contains "Ads by LinkedIn Members" with two advertisements: "Become a teacher" (Master's degree from USC) and "Can You Be a Coach?" (#1 firm opening 20 locations).

Linked In Group Screen Shot – “Manage”



The screenshot displays the LinkedIn interface for the 'Academy Connect Atlanta' group. The top navigation bar includes 'Groups', 'My Groups', 'Groups Directory', 'Create a Group', and 'FAQ'. The group name 'Academy Connect Atlanta' is prominently displayed, along with a navigation menu containing 'Overview', 'Discussions', 'News', 'Jobs', 'Updates', 'Members', 'Settings', and 'Manage'. The 'Manage' tab is currently selected, showing a 'Group Profile' link.

The main content area is titled 'Members (22)' and features a search bar with fields for 'First Name', 'Last Name', and 'Email Address', and a 'Search Members' button. Below the search bar are 'Remove' and 'Remove and Block' buttons. A dropdown menu indicates 'Sorted by: Last Name' and 'Showing 1 to 22 of 22' members.

The member list includes:

- Banks, Sean** (1st): Joined on 2/17/2009 | Promote to manager | Send message »
- Branch, Dan** (YOU): Joined on 2/05/2009 | Manager
- Branch, Caroline** (1st): Joined on 3/23/2009 | Promote to manager | Send message »
- Buffington, Charles** (group): Joined on 3/17/2009 | Promote to manager | Send message »
- English, James** (1st): Joined on 3/24/2009 | Promote to manager | Send message »
- Fitzgerald, Steve** (group): Joined on 3/31/2009 | Promote to manager | Send message »
- Herger, Michael** (1st): Joined on 4/09/2009 | Promote to manager | Send message »
- Jackson, Brian** (2nd):

The left sidebar contains navigation options: Home, Groups (selected), Academy Connect Atlanta, Goizueta Business School at..., Service Academy Business..., See all », Profile, Contacts, Inbox (1), and Applications. A green 'Add Connections' button is also present.

The right sidebar, titled 'Manage Group', offers various management actions: Send an Announcement, Send Invitations, Pre-approve People, Members (selected), Managers, Requests to Join, Invited, Pre-approved, Blocked, Manage News Feeds, and Edit Info & Settings.

The bottom of the page shows the URL 'http://www.linkedin.com/home?myGroups=&trk=anet_mygr', the Internet icon, and a 100% zoom level.

Linked In Group Screen Shot – “Pre-Approve”

The screenshot shows the LinkedIn interface for the 'Academy Connect Atlanta' group. The left sidebar contains navigation options: Home, Groups (with a dropdown menu showing 'Academy Connect Atlanta', 'Goizueta Business School at...', and 'Service Academy Business...'), Profile, Contacts, Inbox (1), and Applications. Below this is a green 'Add Connections' button and a profile card for Dan Branch, Director at Taylor Consulting Group, with a 75% profile completion indicator.

The main content area is titled 'Academy Connect Atlanta' and includes navigation tabs: Overview, Discussions, News, Jobs, Updates, Members, Settings, and Manage. A 'Group Profile' link is visible on the right. The 'Pre-approve People' section contains the following text: 'Pre-approving people is recommended if you plan to send invitations through a communication system external to LinkedIn. People you pre-approve will automatically become confirmed members when they request (or accept an invitation) to join your group.'

The 'Pre-approve People' form includes a search field for connections, a text input for email addresses, and a 'Pre-approve' button. A note states: '* Indicates required fields'. A right-hand sidebar titled 'Manage Group' lists options: Send an Announcement, Send Invitations, Pre-approve People (highlighted), Members, Managers, Requests to Join, Invited, Pre-approved, Blocked, Manage News Feeds, and Edit Info & Settings.



What LinkedIn Group Is / Is Not

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- What it **IS**
 - Well known, popular, for PROFESSIONALS
 - OPT IN (Use it only if you want to!)
 - Central point to connect to other alumni
 - For Service Academy alumni only; status verified
 - Helpful site for alumni job seekers – **needed now!**
 - Free & easy to use
- What it **IS NOT**
 - “Marketing tool” for members or group managers
 - Email addresses & member info not available for other uses



What To Do Next?

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- Send USNAAAA introductory email Academy Connect Atlanta ✓
- USMA AOG ATL Chap. reviewing for adoption
- USAFA and USCGA presence in ATL smaller; expect to grow word of mouth
- Organize a networking event
 - Bolster relationship between chapters
 - Kick-start the face-to-face networking



If you'd like to join the *Connection*...

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- Send me an email (address on USNAAAA website) or via work email dbranch@taylorconsultinggroup.com
- Use links in email from USNAAAA
- Request to join on LinkedIn
 - Find the Academy Connect Atlanta group
 - Click “Join This Group” button & follow instr.
- You can invite other Atlanta alumni you know
- Start connecting!



Questions? Comments?

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Thank you!

Dan Branch, USNA '96

dbranch@taylorconsultinggroup.com

dan_branch@hotmail.com