

The UWAA recently has implemented a formalized process to set up informational interviews: Cowboy 2 Cowboy. This program is for students/alums who would like to connect with alums in their career field or in a specific geographic area in which they like to live or work.

Through one-on-one meetings at the Alumni Center, attending and hosting events for students on campus, specifically through our WYO-Gold Student Alumni Association, and at UWAA and UW engagement events, the UWAA staff talks to students about Cowboy 2 Cowboy, career connections, and begins to forge the connection between being a member of the UWAA and building a strong professional network as a student and an alum.

Formalized Process:

- 1. We connect with a student/alum via a face-to-face interview, phone call, or email.**
 - The student/alum tells us what they are looking for in regards to careers, geographic areas, etc...
- 2. We find alumni connections in the following ways:**
 - Meet alumni at events
 - Request a list of alums through IT who meet that criteria,
 - Talk with Major Gift Officers in regards to alums they think may want to engage with students
 - Leverage our UW Alumni LinkedIn group and our personal networks/LinkedIn
- 3. We then reach out to the alum and ask if they are interested in helping.**
 - This fosters a connection between the alum, the UWAA, and UW, thus serving multiple purposes of helping and engaging with a UW student and engaging with an alum
- 4. One important connection we continue to foster through this program is with UW Career Services. All students are required to complete the following steps in the EPIC Career Services portal:**
 - Complete the milestones about informational interviewing under “Major to Career” A and “Major to Career” B, which includes “how-to” videos and worksheets
- 5. Once they complete the interview, they then are asked to complete a worksheet through EPIC**
 - This includes how the interview went, what they learned, anything they would do differently, etc...

Results of Program since Formalization January 2016:

Students/alums connected w/ alumni:	Alumni connected w/ students:	Students Presented w/ Information
13	21	70+

- **UWAA has connected with 72 students this Spring about Cowboy 2 Cowboy and networking opportunities**
 - This includes presentations to 3 students at Career Fairs, 20 students for Alpha Kappa Psi Business Fraternity, 20+ WYO-Gold SAA students, and 12 students for Career Services course
- **13 students have connected with 21 alums thus far** (17 have reached out, 4 are in the process)
 - 5 students met with 9 alums in Denver in Business and Marketing fields
 - 1 alum connected with 3 alums in Seattle in Accounting
 - 5 MBA students connected with 5 MBA alums via the Gateway Interview Rooms & technology
 - 1 student connected with 2 alums who have been interns/staff members for Senator Barasso’s office
 - 1 student connected with 2 alums in Investment Banking (1 alum in New York, 1 alum in Denver)
 - 1 student has contacted the UWAA about possible Accounting connections
 - 1 student set up meeting with Chase McNamee after class presentation about Cowboy 2 Cowboy
 - 2 students have connected with Keener and I to do practice interviews