

# Introducing LGBT CareerLink:

## Marketing yourself and your organization - Web 2.0-style!

Out and Equal Workplace Advocates Town Call October 30, 2008

Today's Town Call  
Sponsored by:



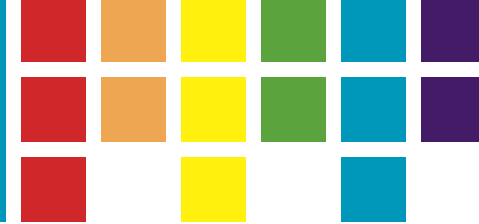
# Sponsor Welcome

October 2008 Town Call sponsored by

**Hewlett-Packard**



# Today's presenters:



- **Julie Beach, Out & Equal Career Development Manager**

- [jbeach@outandequal.org](mailto:jbeach@outandequal.org)
- CareerLink Hotline: 415.694.6535
- [www.lgbtcareerlink.com](http://www.lgbtcareerlink.com)



- **Lori Fox, Chairperson, Out & Equal Transgender Advisory Board, and Diversity / Career Consultant**

- [Fox2Lori@aol.com](mailto:Fox2Lori@aol.com)



## Agenda

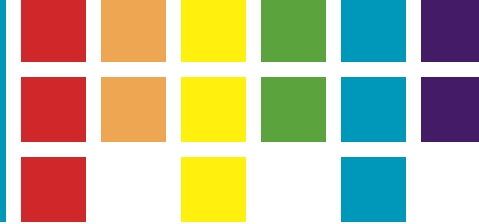
- Introduction to Web 2.0 networking tools
- We want to dialog / interact with you today
- We want to hear success stories

## Outcome

- ✓ Learn best practice online networking techniques, whether you are a diversity professional, an HR recruiter or an individual seeking career development
- ✓ Begin learning *how* to network using Web 2.0 tools on [LGBTCareerLink.com](http://LGBTCareerLink.com)



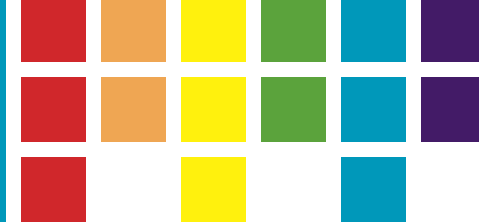
# What is Web 2.0 ?



- **A philosophy and a business trend rather than any specific technology**
  - Shifts us from earlier Internet which was around an expert placing text about topics.
  - To multimedia communications-high quality photos, sound, video, text, this webcast
  - To concept of bringing people together in useful ways
  - To enabling many to have ability to communicate on the web in powerful ways everyone has knowledge, everyone has something to contribute
  - To technology focusing on ease of communications. Finding new ways to communicate



# Effective Networking is the Quickest Path to a Quality Job Offer

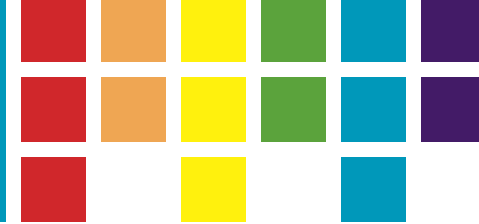


Richard Bolles, *What Color is your Parachute ? Job Hunter's Bible*

- “All job-hunting is a search not only for information, but also for people, for human links between you and information, between you and a prospective employer. These days, such links are called contacts, and a common word for all of your contacts is your network talking to these people is networking.”
- “The quickest way to find a job is when friends tell you that they need someone like you where they are working.”



# Why Are Web 2.0 Tools Effective for LGBT Professionals ?



- **You told Out and Equal, through extensive career research / focus groups this past year, that you prefer:**
  - To research diversity friendly-companies all in one place, and in sufficient detail
  - You want affinity networking tools specifically for LGBT
  - You want to network with people and organizations in regions that are the most LGBT-friendly
  - You are frustrated with the massive job boards' ineffectiveness and non-response



# Employers Told Us



- You want your branded diversity materials front and center where they reach candidates directly, efficiently
- You want to control your content yourself; access and update it from anywhere
- You want to show your CEI Score
- You want to use tools like forums, blogs and social networking sites to hand-pick candidates especially for your mid to upper level jobs
- You want unlimited access to profiles, resumes and contact tools
- You are frustrated with the large jobs boards
- You want diversity recruiting sites to be (OFCCP) compliant *Office of Federal Contract Compliance Programs*



# WEB 2.0 + Networking + LGBTCareerLink.com



- Create a profile on LGBTCareerLink.com that markets *you*
- Contact other LGBTCareerLink.com users that might work at companies or in professions you're interested in pursuing now or in the future
- Respond to others who do the same with you
- Uploading some of your career development, HR or professional development materials to the Career Resource Library
- Sharing events
- Creating forums



Beta



Search CareerLink   Login

- Home
- People
- Companies
- Jobs
- Resource Center
- About Us



**VALUING DIVERSITY.  
TEAMWORK.  
GROWTH.  
LGBTCAREERLINK.**

We link employers with top LGBT talent.

**Looking for full access to all feature?  
Register for a free account here.**

You're free to browse the site and check out our resources, but to get the most out of LGBT CareerLink, register now and create your own free profile!

Already a member? [Login Now](#)

**Are your friends on LGBT CareerLink?**

[Browse profile directory](#) | [Invite friends to join](#)

**UPCOMING EVENTS**

Look here for upcoming events.

10/30/2008 10:00 - 11:00

[Resource Center of Dallas and North Texas GLBT Chamber of Commerce](#)

[The Center, San Francisco Walk In Career Counseling](#)

[View all upcoming events >](#)

**RESOURCE CENTER**

Look here for career-boosting resources.

Check out our Resource Library for answers to this and many other questions about landing a job, building skills you need at work, navigating "traditional" business situations and deciding on and pursuing a career.

[View the LGBT CareerLink Resource Library](#)

**JOB SEARCH**

Check out the jobs posted on LGBT CareerLink.

Select an industry

Enter a Keyword

Presented by





Welcome to LGBT Careerlink. Click the register button below to create an account.




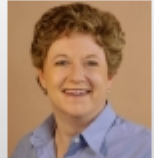
**REGISTER**

Already a member?  
[Login Now](#)

## People

This is the People index page.

**New Members on LGBT CareerLink**

 <a href="#">Ralph Carter</a>	 <a href="#">Terry Hildebrandt</a>	 <a href="#">Joseph Rosenfeld, AICI CIP</a>	 <a href="#">Judy Jbara</a>
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[Browse All Profiles >](#)

**Browse Member Profiles**

[A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#)  
[M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#)  
[X](#) [Y](#) [Z](#)

**Search for Members**

**Discussions Currently Taking Place on CareerLink**

[Does the economic crisis have you re-thinking your retirement date?](#)

[Browse All Discussions >](#)

**Search LGBT CareerLink**

Resource

**Invite your friends to join CareerLink**

[Invite friends to join](#)

Welcome to LGBT Careerlink. Click the register button below to create an account.

**REGISTER**

Already a member?  
[Login Now](#)

## Terry Hildebrandt

Executive Coach and Organization Development Consultant

### About Me

**Executive Coach and Organization Development Consultant**

*Terry Hildebrandt and Associates, LLC*



[Email](#)

Terry Hildebrandt is a catalyst for individuals and organizations to realize their full potential by providing facilitation, coaching, and organizational consulting. He equips you with the self-awareness, tools, and processes to reach your goals!

Prior to starting his own business, Terry worked at Hewlett-Packard for over 22 years. He served in several positions including Quality Engineer, Manufacturing Development Engineer, Production Manager, Business Manager, Reengineering Manager, Sr. Quality Consultant, and Internal Consultant V.

Terry has been a workplace equality advocate for lesbian, gay, bisexual, and transgender (LGBT) employees for over 15 years. He is a certified Out & Equal Building Bridges™ diversity leadership trainer. He is also cofounder of the Out & Equal Rocky Mountain Affiliate.

Terry received his BS in Materials Science and Engineering from Rice University in 1986 and a MA in Organizational Design and Effectiveness in 2000 from the Fielding Graduate University. Terry completed the Certificate in Integral Studies in 2008. He is currently a PhD student at Fielding studying Human and Organizational Systems.

### My Interests

**Terry's expertise includes:**

- Leadership Development
- Diversity and Inclusion
- Strategy Development
- Organization Design
- Organization Culture and Change
- Team Development and Effectiveness
- Process Development
- Innovation and Creativity

## Search LGBT CareerLink

Enter a Keyword

Resource

[Search](#)

## Invite your friends to join CareerLink

[Invite friends to join](#)

## Sample Resource

Check out our Resource Library for answers to this and many other questions about landing a job, building skills you need at work, navigating "traditional" business situations and deciding on and pursuing a career.

[View the LGBT Career Link Resource Library >](#)



Welcome to LGBT Careerlink. Click the register button below to create an account.

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## Jennifer LaChance

### About Me

I am a C# developer with experience in multi-tier applications using Oracle and SQL Server back-ends. My most recent position ended today (10/17/2008) as my team's jobs were sent off-shore. We were responsible for meeting with clients and business analysts and creating detailed technical specifications for software projects. We then worked from those specifications to develop, test and deploy software deliverables. (Testing, other than unit testing, was performed by a dedicated test group.) I am looking for a lead role on the C# development team. I have extensive experience with windows forms applications, and could be up to speed in ASP.NET in short order as well.



[Email](#)

### Home Address

351 County Road 495, Muenster, TX 76252

### Contact Info

Email: [jenni\\_last@hotmail.com](mailto:jenni_last@hotmail.com)  
Phone: 469.585.0429

- ▶ **Work History**
- ▶ **Education**
- ▶ **Connections**
- ▶ **Favorites**

### Search LGBT CareerLink

Enter a Keyword   
Resource

### Invite your friends to join CareerLink

[Invite friends to join](#)

### Sample Resource

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## Jobs

This is the Jobs index page.

### Recently Added Jobs

[SAP HR Payroll Specialist](#), Day & Zimmerman

[ACCOUNTS PAYABLE ASSOCIATE 2--EXT.](#)

[Client Onsite Staffing Manager.](#)

[DCOSM-339 EXTERNAL Client Onsite Staffing Manager.](#)

[DZSS - SR - NC Ext Security Sales Representative.](#)

[Reference Code EXT2-1621 BDMgr Business Development Manager.](#)

[Deputy Director.](#)

[Advanced Job Search >](#)

### Top Employment News

[La.'s Jindal to let gay job protections expire](#)

[Number of Companies with Top Rating for Lesbian, Gay, Bisexual and Transgender Workers Jumps by One-Third](#)

[Queer Inc. How Corporate America fell in love with gays and lesbians. It's a movement.](#)

[90% of straight Americans OK with gay co-workers](#)

[More News >](#)

### Advanced Job Search

All Industries

Posted Since...



### Invite your friends to join CareerLink

[Invite friends to join](#)

### Employ your very own job search assistant

Take some of the effort out of finding a new job. Set up job search agents that will email you a notice and when interesting new opportunities are posted. It's quick and easy!

[Create A Job Search Agent](#)

### Be Seen

Whether you're actively looking for a new job or just keeping your eyes open for the next opportunity, it never hurts to make yourself accessible to potential employers. Upload your resume now and become one of the sought after.

### Sample Resource

Check out our Resource Library for answers to this and many other questions about finding a job.



Welcome to LGBT Careerlink. Click the register button below to create an account.

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Already a member? [Login Now](#)

## Resource Center

The LGBT CareerLink Resource Center provides a wide variety of news, articles, opinions, information, events, downloadable resources, advice columns etc. – all with a eye towards the Lesbian, Gay, Bisexual and Transgender communities. And this is truly a community effort – we encourage everyone to submit their own resources to share with the group!

### Recent Additions

## Resource Directory

[mySPOT: LGBT Career Counseling for College Students](#)

[National Organization of Gay and Lesbian Scientists and Technical Professionals](#)

[How Out and What Does it Mean?](#)

[Sample Resource](#)

[Browse all topics >](#)

### Classes & Training Opportunities

## Resource Directory

[Building Bridges Licensing Option](#)

[LGBT Leadership Development](#)

[Building Bridges: Transgender Diversity in the Workplace](#)

[Building Bridges: Lesbian, Gay, Bisexual and Transgender Diversity in the Workplace](#)

[View all Classes & Training Opportunities >](#)

### News & Articles

### Upcoming Events

10/30/2008 10:00 - 11:00  
[Resource Center of Dallas and North Texas GLBT Chamber of Commerce](#)

[The Center, San Francisco Walk In Career Counseling](#)

02/20/2009 08:00 - 02/21/2009 17:00  
[International Career Fair](#)

[View all upcoming events >](#)

### Weekly Columns

## Resource Directory

[mySPOT: LGBT Career Counseling for College Students](#)

[View all Columns >](#)

### Upload a Resource

Share your information with other members.

[Add A Resource](#)

### Invite your friends to join CareerLink

[Invite friends to join](#)

### Search the Resource Center

Enter Search Terms

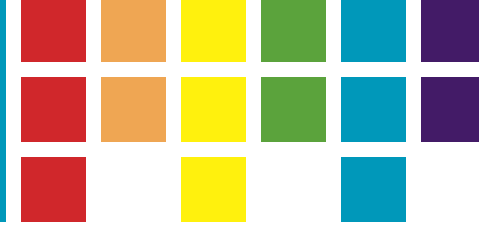
### Subject Area

- Job Search
- Job Skills
- Personal/Professional Development

### Type

- Articles & News
- Classes and Training
- Columns
- Events
- Other
- Programs Training & Education

# Closing Comments



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