



Job hunting in stormy times

Networking. The inside track. And getting paid

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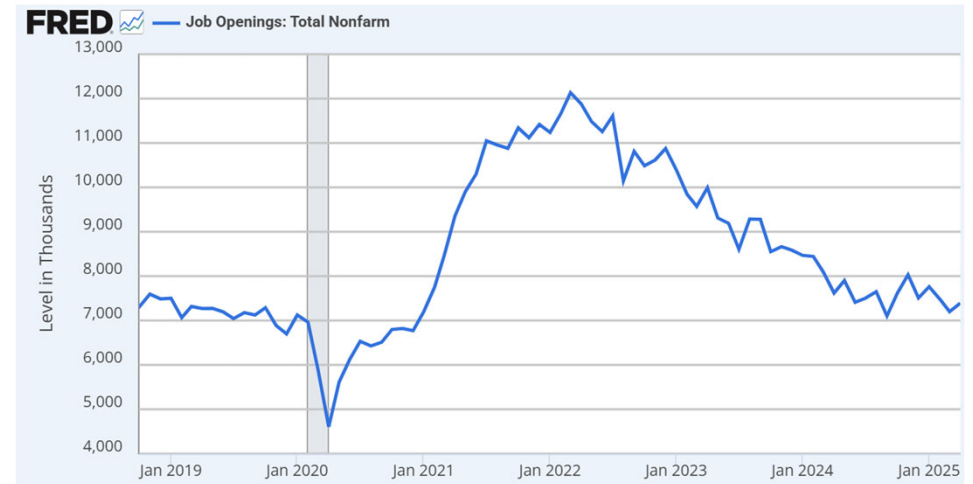
Phi Beta Kappa KIPS summit | June 28, 2025

**How bad is
it out there?**

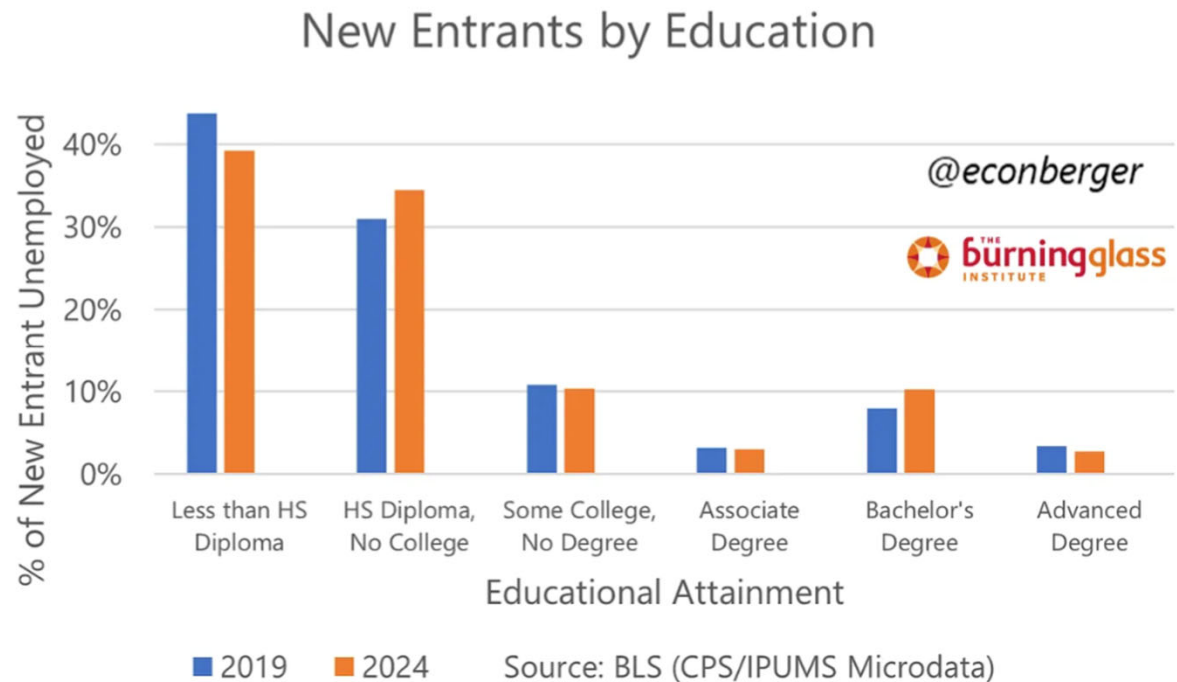


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The hot job market of 2021 has retreated to pre-Covid norms



Job prospects for new college grads aren't great



Workforce

Judge blocks State Department layoffs

More Federal Workers Are Flooding the Job Market, With Worsening Prospects

The drastic, sudden pullback in federal dollars is collapsing opportunities for many who've spent years in public service.

Economics | Jobs

Thousands of Laid-Off Government Workers Are Flooding a Shrinking Job Market

That “stable government job”
isn't stable at all right now



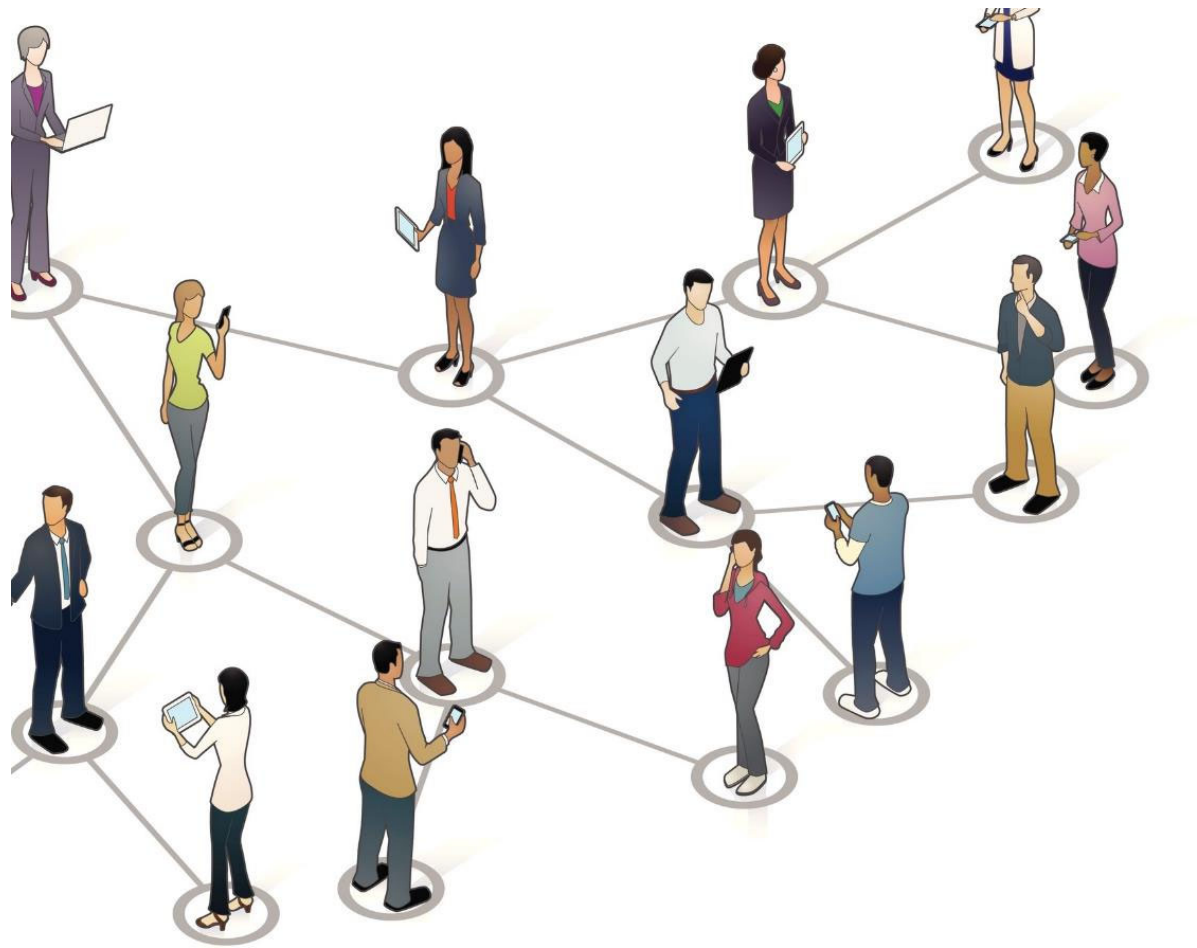
Employer	May 2025 hiring
Federal gov't	31,000
State & local gov't	167,000
Finance	244,000
Construction	348,000
Retail	579,000
Health care	731,000
The laptop professions	1,110,000

But private sector hiring is strong

One big glitch:
Popular
postings get
1000+
applicants

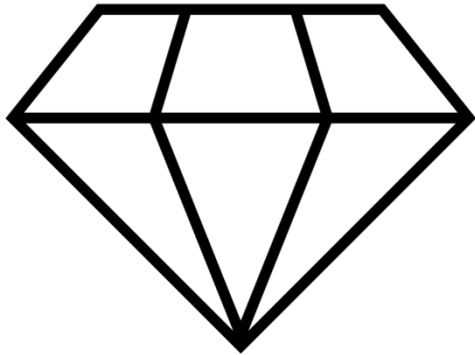


So, how can you avoid being seen as just a “typical candidate”?

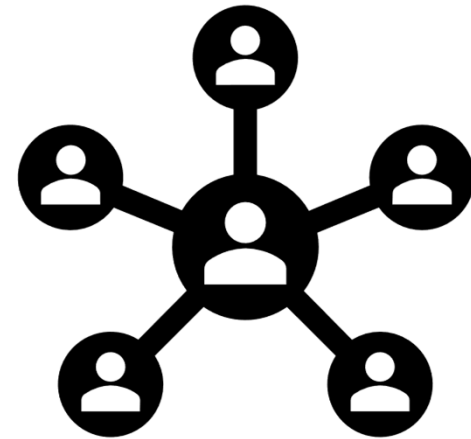


Two ways to improve your odds

Skills



Job-market Ingenuity



What's stressful about networking?

- * I don't know anyone important
 - * Networking feels really awkward
-



Getting started: your network is bigger than you realize



Alumni from your college



People from your hometown



Anyone connected to your clubs and volunteer work



People with ties to other memorable places in your life



People who see what you publish/create



Anyone intrigued by your social media presence



What types of people are you trying to meet?

First: **connectors and big-picture specialists**. You'll enjoy them and they'll like you. They'll get you started.

Second: People at **the specific organizations** where you'd like to work. They can help open doors

Third: **Extra recommendations** from people already in your network. "Who else should I be talking to?"

Networking can open doors for government and nonprofit jobs



After college, Kevin Greer was a non-Ivy grad seeking a State Department job

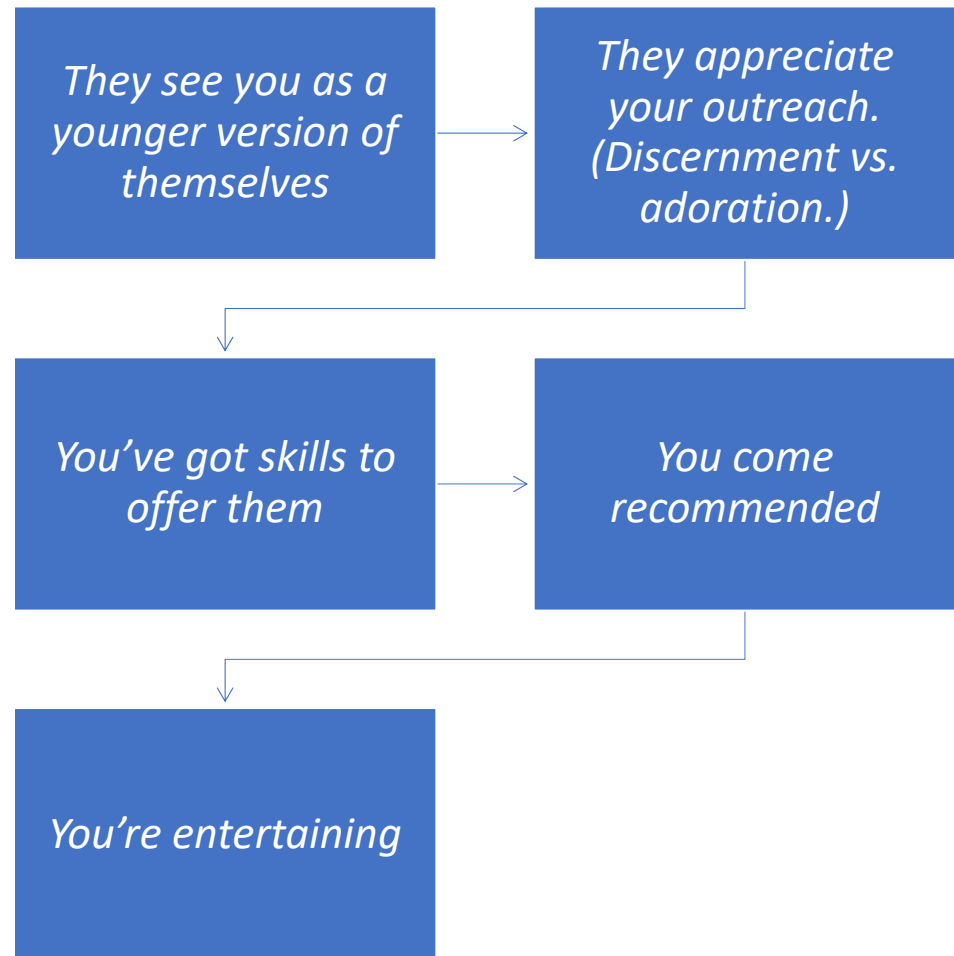


When hiring managers wouldn't reply, he chatted up the administrative staff



It took a while, but Kevin got a winning invite for a six-week opening on the Cuba desk.

Why would busy people spend time with me?



Special case: older,
idled experts





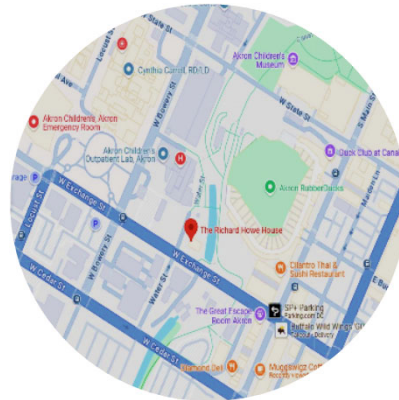
Where might you want the conversation to go?

- Simplest case: I'd like to learn about career opportunities in your field. Can we chat a little?
- A variant: tell me your story of "How I got here."
- When they're ready: What ways I could join your organization?
- Could I shadow you for an afternoon on the job?
- Could you critique my work?
- Most ingenious ask: Could you come talk to our campus or alumni group?

Be ingenious! (aka find those hidden jobs)



Meet **Keyana Gales-Cook**,
comms student at Penn State,
looking for an internship

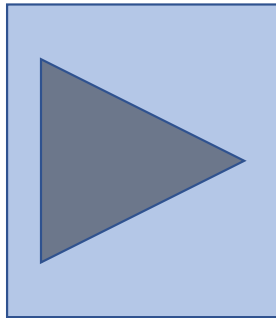


She does a Google Map
search of all businesses in
the geo she wants



Voila: she finds a “hidden”
internship

A New Era Compels New Job-Hunting Strategies



Researching
30%



Meeting People
50%



Shipping Resumes
20%

What the experts
have found:

*Close contacts can
help in job hunts,
but it's our "weak
ties" that pay off the
most*



Sociologist Mark Granovetter

Even imperfect networking takes you farther than cold-applying to job ads

1 in 152 Odds of Winning a Job



1 in 16 Odds of Winning a Job



Source: Lever Inc. survey of 4 million job actions

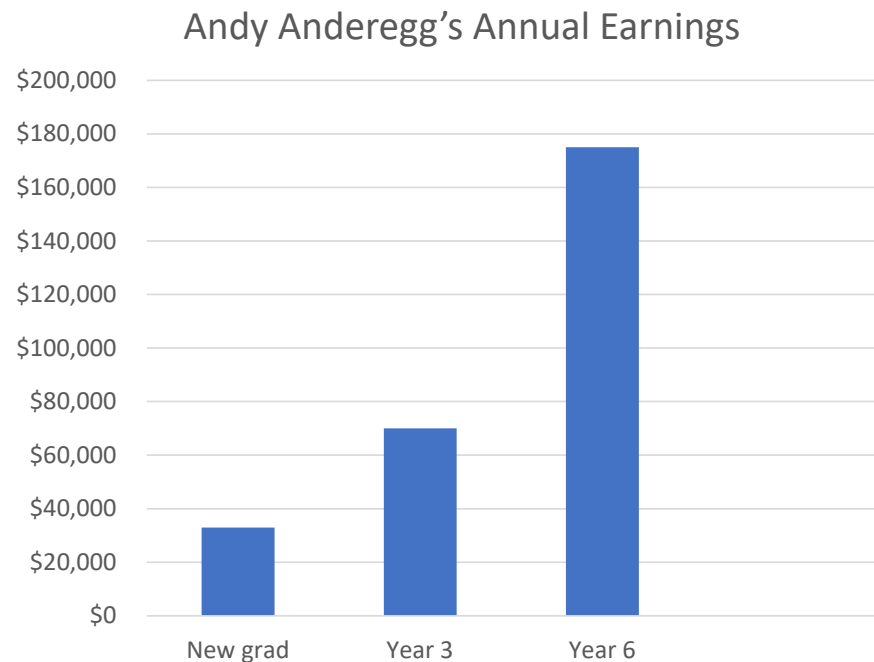
How to get paid properly

- Start with portfolio-building project work. (Say yes a lot)
- Live cheap
- Gravitate toward your best clients
- Identify big-budget teams with the means to reward you



How to break the \$100,000 barrier

1. Go from hourly to “value” pricing
2. Deliver ingenious extras
3. Put your case for a raise in play
4. Look for moments to lead
5. Find, praise and build your team



Remember: Success is not as far away as it
might seem



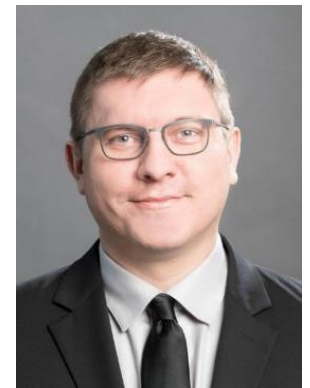
Looking for examples of how this all clicks? There's a book that delivers just that



Sociology
Mai-Ling Garcia
Digital Strategy
City of San Francisco



History
Aimée Eubanks Davis
Founder/CEO
Braven (nonprofit)



Economics
Joe Indvik
Climate Strategy
Ares Mgmt.



Follow up? Any time!

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