Statistics and Risk Management

Lesson 14: Career and Professional Opportunities

Transcript

Welcome to the *Statistics and Risk Management Technology Application* section **Career and Professional Opportunities**. In this this lesson we will discuss integrating a lesson on **Digital Dirt** and the creation of a professional resume via **Linkedin**. This Technology Application lesson has two parts. The first part is to more of a concept and teaching approach to raise awareness with students regarding content they place on the Internet. The second part is a professional networking site than can be used to start an e-resume. Linkedin is built on the concept of networking and professional development.

Let's take a look at how to introduce the concept of Digital Dirt. First, you'll need to have students go to a search engine such as Google or Bing. Once at the search engine, ask students if they have a social networking account such as on Facebook or Myspace. Next, ask a student if they have privacy settings that only allow connected friends to view their posts. Now that students are thinking about their social networking behavior, ask the question: Do you think employers search for information about you on the Internet? If so, should they use the information they find whether good or bad as part of their decision to hire you?

Each time I've done this lesson it has sparked a big discussion. Now here is where the fun begins. Instruct students to do a search using their first and last name. This lesson is also a great way to remind student and/or teach students how to use BOOLEAN OPERATORS: AND, OR, NOT, and grouping words with parenthesis. Have students try searching their name in different ways. Student might even try using the city they were born or the current city they live in. After doing this activity, have students report back on what they found. Some may find news articles related to a school event or maybe even an obituary of a passing family member.

Taking this lesson into account, let's switch gears and think about what information students may want employers to find. One example would be if the student had a professional appearance on a website such as Linkedin. After creating an account, many students may want to do the Digital Dirt search again and see if their Linkedin profile appears in the results.

To get started, navigate to www.linkedin.com. Students will be able to register using an email address and password. After registering, click the sign in link. Once logged in, you'll see a page that displays all people currently in your network. Students who are registered on social networking sites should be able to pick this up real quick; only now, we want to encourage networking with the context of business and overall professionalism. To the right, I am shown information on who viewed my profile, and how many times my profile was shown in search results. My Linkedin Network will grow as I connect with more people. Linkedin tries to even determine jobs that fit my qualifications.

Let's get to the nuts and bolts of Linkedin by scrolling to the top and selecting Profile. This presents me with information typically seen in a resume. There are options for students to add their current

employer if applicable, options to add contact information and what types of careers they may be interested in.

You may decide to spend some time having students add their information and build a professional resume that can be used in the future. Now that you know about this resource, think of ways it can aid in your teaching.