Sunday, January 12, 2014

Management “Pipeline”

Group Work Poster Presentations

**10+ year returnee JETs**

Benefits:

-reconnect

-mentor (socially)

-nostalgia

-help prepare new JETs

-introduce family to JET’s experiences

Activities:

-family events

-10+ events

-career transition events

-bounenkai/annual events, bigger events besides happy hours

-nostalgia!

-not time intensive /low effort

Keep them coming back:

-successful large events

-sophisticated events

-lots of advanced notice

Reservations:

-being the only “older” JET

-family not welcome

-timing of events (day/night)

-participant in event, not the main attraction

**Recent returnees**

Profile/needs:

-genki

-need jobs

-need networking opportunities

-wants to speak Japanese

-wants to retain/maintain connection to Japan

Capture Plan:

-contact early or prior to returnee leaving or retain contact while JET is in Japan

-returnee event focusing on networking and job-related things

-make them feel wanted and welcome. Find out JETs interest and connect them to other alum

-initial contact via email. Follow up with Facebook and Linkedin

**New/current JETs**

-reach out to AJET

-invite to join Facebook

-email them, “save the date”

Benefits:

-offer information on living/teaching in Japan (tax, travel, everyday living, facilitate introductions)

Activities:

-PDOT

-classes (cooking, language, culture)

-tour of Japanese grocery stores

Messaging

-contact them in February

**Rural/Country Alum**

Benefits:

-staying connected with the Japanese community

-“Want to relocate? We can help!”

-opportunity to share/expose their community

-we can empower you

Activities:

-start with a sub-chapter

-webcasting? It’s difficult, but try!

-career forum, meishi exchange

-schedule event outside the corn field

-make it a goal to have one event per year to start

Action Plan:

-social media is key

-personal email. The human touch. Before and after event.

**Unemployed Alums**

Benefits:

-help find a job

-social support

-build resume with volunteering

-help find their career focus-explore via informational interviews

-find out about graduate school

-stay busy/active

Activities:

-organizing events

-career forum

-be chapter officer

-happy hour/networking

-help do outreach (build network)

What will keep them coming back?

-paying it forward

-figuring out what to do

-results, finding a job/interviews

-making solid connections

-feel fulfilled/useful

Overcoming Reservations:

-this is a network you can tap into that is unique

-ease them in through volunteering

Messaging/Communication methods:

-ability to share job postings (timing/relevant)

-personalize email, ask for reply

Action Plan:

-do career focused event in Fall

-tell them about relevant career related events (Japan Career Fair)