

### McCombs Career Webinar



March 17, 2011





# **Change Your Career: Transitioning** to the Nonprofit and Public Sectors



by Laura Gassner Otting and Heather Krasna of the Nonprofit Professionals Advisory Group





### The Big Questions

- Is now the right time for me to transition into the nonprofit or public sector?
- How and where can I make a difference?
- Will my skills transfer?
- What are nonprofit or government jobs really like?
- How do I deal with the financial ramifications?
- Where do I even begin?



### Dispensing of Myths: Nonprofit Sector

- All nonprofit employees are saints.
- Nonprofits are lucky to employ whomever they can find.
- Working in nonprofits is not challenging.
- Nonprofits are all flat organizations.
- Nonprofit jobs are secure.
- Nonprofit managers know how to manage.
- All nonprofits are alike.



### Dispensing of Myths: Government Sector

- Government employees are faceless bureaucrats.
- Salaries in government are low.
- You have to move to Washington, DC.
- You have to be a political science major or public policy wonk.
- Government agencies are lucky to employ whomever they can find.



### Why Now?

The Leadership turnover in nonprofit organizations leads to changes in staff recruitment and retention strategies; public sector employees are going to be retiring en masse.

- Baby boomers created and lead many of the nation's nonprofits; and 38% of current federal employees are CURRENTLY eligible to retire.
- Leadership vacuums create ripple effects at every level of a nonprofit or government agency.

Three Critical

**Imperatives** 

- Invest in leadership capacity.
  - Refine management rewards.
- Expand recruiting horizons.

The nonprofit sector and government will need new talent at every level.



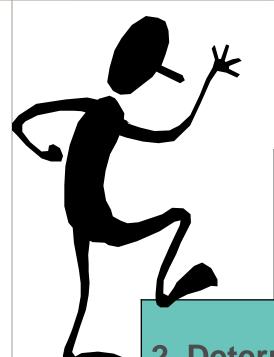


#### Who Transitions?

- Young professionals wanting to get ahead.
- Professionals looking to gain new skills.
- Experienced executives looking for a better work-life balance.
- Baby boomers searching for a more fulfilling retirement.
- The outraged, the unfulfilled, and the disappointed simply wanting more.



#### Finding Your Place in a Vast New Arena



4. Recognize your Best Environment

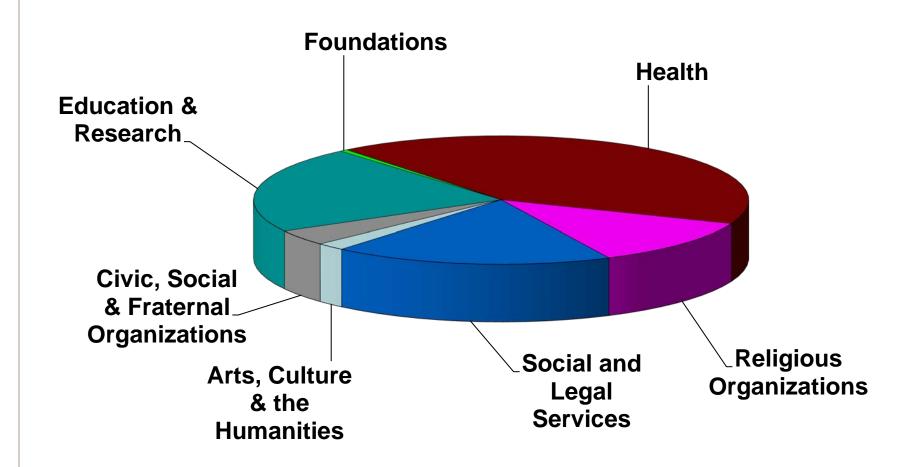
3. Identify the Skills You Possess

2. Determine Your Approach to Solve the Pressing Social Need

1. Pinpoint Your Motivating Cause or Societal Problem

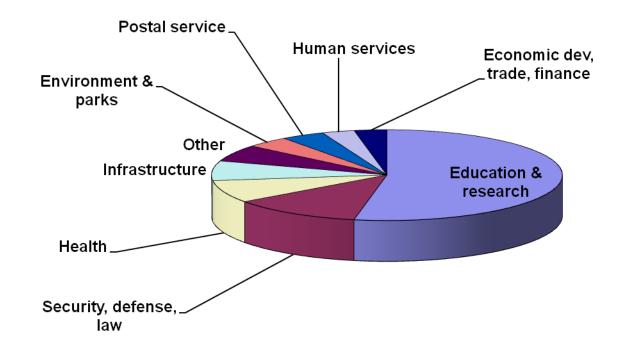


#### **Pinpoint Your Motivating Cause: Nonprofit**



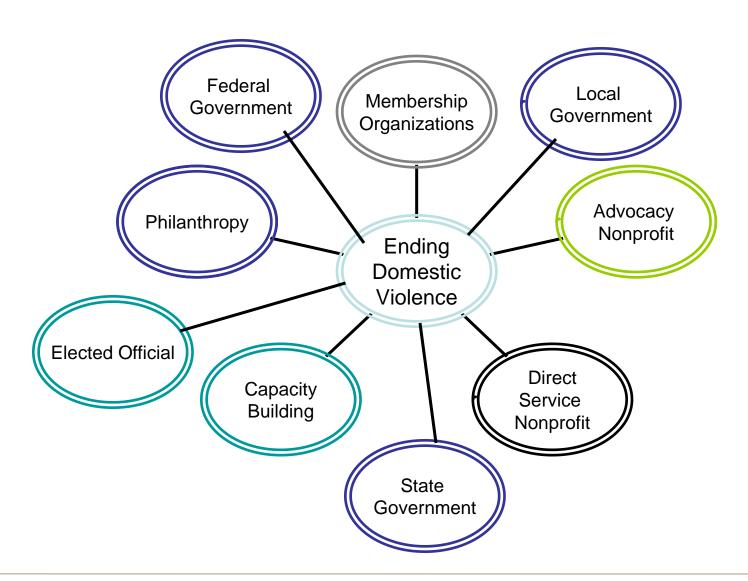


### Pinpoint Your Motivating Cause: Government



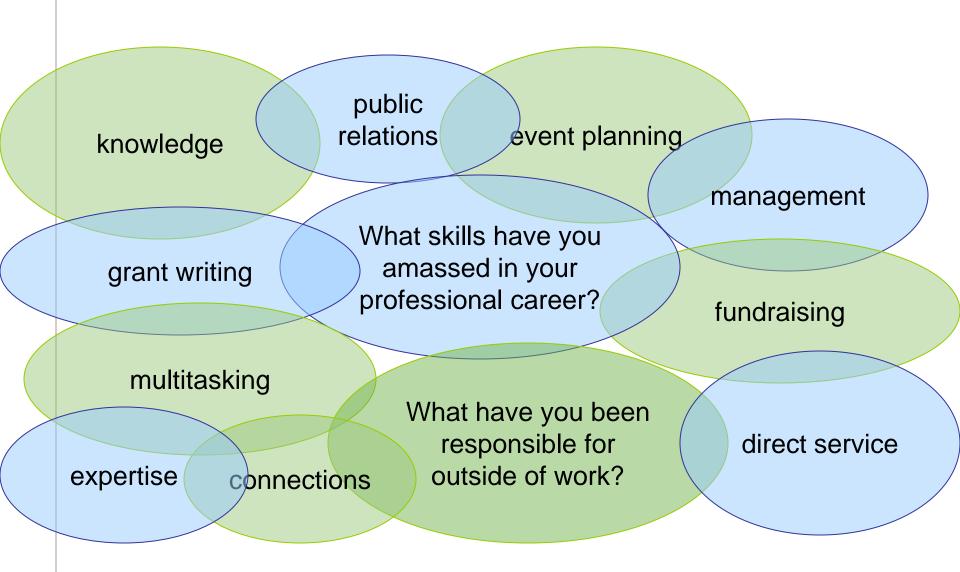


### **Determine Your Approach**



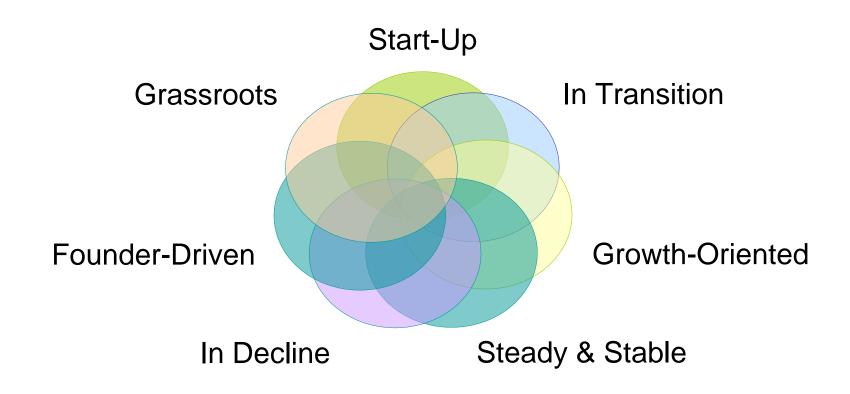


### **Identify Your Skills**



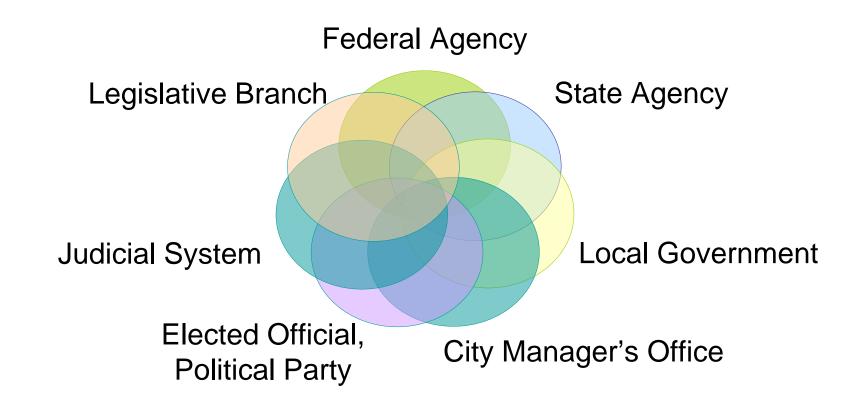


#### Which Nonprofit is Right for You?





### Which Government Agency is Right for You?





### Finding the Right Organization for You

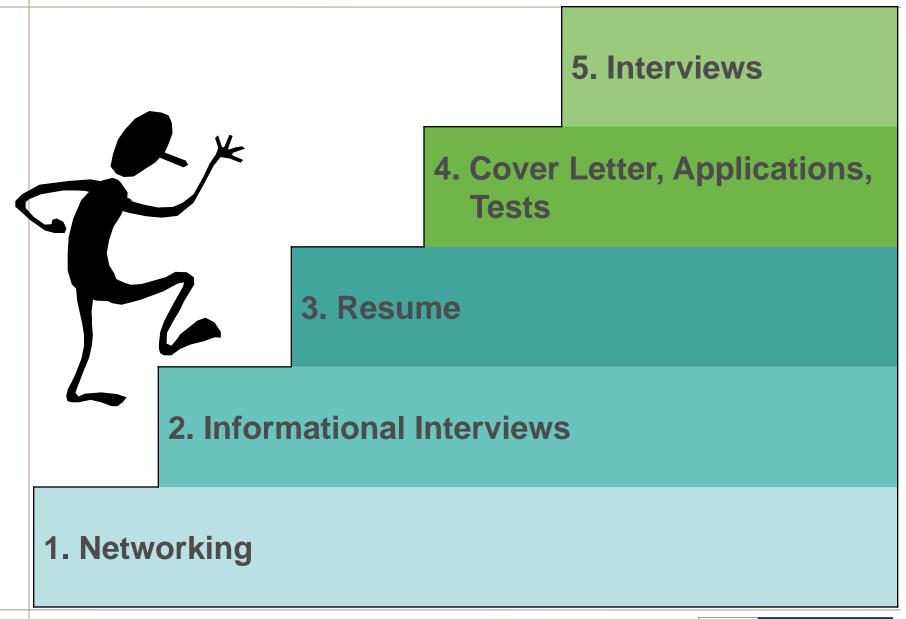
### Unfriendly Organization Friendly Organization

- Interested but have yet to adapt best business practices
- Chasing changing whims of philanthropic community
- Small, grassroots, hands-on. direct service weighted
- Slow pace of change
- Long-tenured board and staff

- **Already adapted business** practices into daily work
- On the precipice of great change, at a key moment
- Use words like entrepreneurial and cutting edge
- **Actively recruit change** agents
- Seek out new and inventive funding models



### Ready, Set, Search!





#### **Common Stereotypes About For-Profit Job Seekers**

- "You expect to be rewarded handsomely for your work while having plenty of support staff."
- "The impact of your work on the bottom line is the only appropriate gauge of success."
- "Raising investment capital is not fundraising or engaging the public."
- "You are looking to work less hard."
- "You value money more than people."
- "You think that nonprofits or government agencies should be run like businesses."
- "If you really cared about the mission, you wouldn't have sold out to the for-profit sector so many years ago."



### **Networking 101**

#### Where?

- An alumni association
- A neighborhood coalition
- A church, synagogue or mosque
- A political campaign
- A citywide cleanup effort
- A local music ensemble
- The Junior League
- A sports team
- A nonprofit board
- A parent-teacher association



#### How?

- Get active in your issue area.
- Find a buddy.
- Set benchmarks of success.
- Walk in the footsteps of others.
- Don't discount your corporate contacts.
- Keep detailed notes.
- Have a clear and concise elevator speech.



#### Informational Interviews: Do's & Don'ts

#### Do's

- Introduce yourself to someone who may have a job opening in the future.
- Learn more about the people who work at this agency.
- Receive direction and guidance from someone once in your shoes.
- Learn a name to drop in your networking and personal connections.
- Audition some preliminary answers to obvious interview questions when a particular job isn't on the line.
- Get tips on the hiring process.

#### **Don'ts**

- Ask for a job.
- Disrespect the interviewee's time.
- Be unprepared.
- Talk too much.
- Fail to listen.
- Forget to be thankful.



### **Building Your Nonprofit Resume**

For profit resumes differ from nonprofit resumes.

- Size matters.
- Numbers count.
- Specificity rules.
- Boasting is welcome.
- Language is key.



### **Building Your Government Resume**

- For profit resumes differ from government resumes. Sometimes they want applications, not resumes.
  - Size matters: federal resumes can be up to FIVE PAGES LONG. State and local length varies.
  - Numbers count.
  - Specificity rules.
  - Use keywords from the job description.
  - You may need to include information you otherwise never would: prior salaries; names of past supervisors; in-depth descriptions of ALL past jobs and coursework



#### What Not to Include



- Objective
- Personal interests
- Pictures
- Health
- Age
- Marital Status
- Number of Children



#### **Translating Your For-profit Experience**

For-profit employees... Nonprofit/government employees...

. .

...work for a company. ...work for an organization/cause.

...earn a profit. ...generate revenue.

...achieve a return on ...achieve impact from donated investment. funds (or taxes).

...sell a certain number of goods ...serve a certain number of community members.

...rely upon staff. ...rely upon volunteers and champions and partners.

...develop sales leads. ...research potential funders, stakeholders, and partners.

...create customer-focused ...advocate to impact social marketing campaigns. change; or have civic engagement.

...lobby for favorable policy ... educate stakeholders about change. effect of policies on issues.



### Highlight Skills that Transfer Well

- Leadership and influence
- Managing up, down and sideways
- Delegating with kindness while demanding accountability
- Adaptability and openness in management style
- Ability to manage a broad portfolio of responsibilities
- Knowing how to get to yes
- Managing dotted line relationships
- Delivering impressive results
- A long term view
- A distinct passion for the work of the agency



### Improving Your New Nonprofit or Government Resume

Get on Board

Get Active

Get Smart



### The Four Paragraph Cover Letter

Paragraph #1: An introduction

Paragraph #2: A little about them

Paragraph #3: A little about you

Paragraph #4: Contact information and current situation



### **Government Application Tips**

- Civil service positions require you to compete based on merit, not connections
- Still in school? Look for internships to convert to F/T, or fellowship programs
- Federal jobs nearly always for US citizens
- Make sure applications are extremely detailed; follow all instructions
- Take a long-term view
- Consider tests/exams



### **Mastering the Interview**

Phase One: Mind Your Appearance

Phase Two: Above All, Know Thyself,

the Organization, and its

Needs

Phase Three: Tag, You're It!

Phase Four: The Follow Up



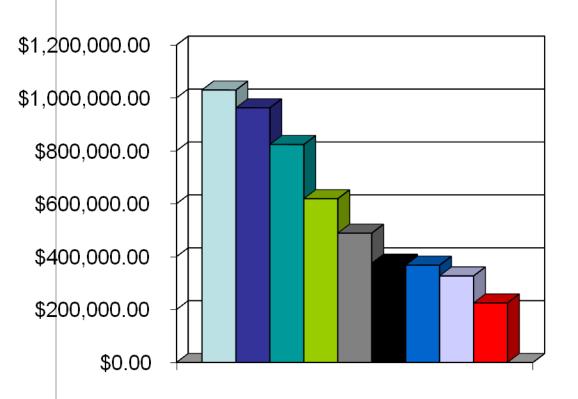


### The \$64,000 Question

- Avoiding the Question: Taking the Fifth
- Know When to Say When
- Do Not Lie
- Note: Government salaries are more structured, and are public information



### **A Few Nonprofit Salaries**



- □ President, John F. Kennedy Center for the Performing Arts
- President, J. Paul Getty Trust
- Surgeon-in-Chief, Children's Hospital of Cincinnati
- President, Yale University
- Executive Director, Global Health, Bill & Melinda Gates Foundation
- President, United Negro College Fund
- Chief Operating Officer, Public Broadcasting System
- Executive Vice President, Ducks Unlimited
- Chief Legal Officer, Special Olympics



### **A Few Government Salaries**

- Federal job for Master's graduate (GS-9, in DC): \$51,630 to \$67,000
- Same Master's graduate, after 2 years in government: \$74,872 to \$97,000
- Average salary of city manager: \$95,000
- Average salary, local government CFO: \$79,000



### **Dealing with the Dollars**

- Determine your readiness factor.
- Learn to value intangibles.
- Change your lifestyle.
- Don't settle for less.
- Rethink your value.
- Think ahead.
- Just say no.
- Consider the benefits (i.e. government pensions, student loan repayment/forgiveness, telework, vacation)



### **Strategic References**

- Prep Your References
- Expect the Negative Reference
- Thank Your References



### **Change Your Career**

TRANSITIONING TO THE NONPROFIT SECTOR
SHIFTING YOUR FOCUS FROM THE BOTTOM LINE TO A BETTER WORLD

TOPICS
An overview of the various prohesions in the nargardit sector
Myths vervious realities of nonprofit convers
Peras and conn of working for an nargardit
Methods for trackling the job search.

Tigs for highlighting transferable skills in your resume, over letter, and interviews
Stories from real professionals who successfully made the switch

#### TRANSITIONING TO THE

### NONPROFIT SECTOR

SHIFTING YOUR FOCUS FROM THE BOTTOM LINE TO A BETTER WORLD

#### LAURA GASSNER OTTING

Founder and President of the Nonprofit Professionals Advisory Group



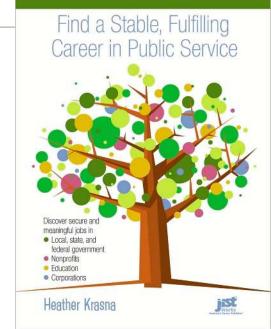
#### **Jobs That Matter**

## Find a Stable, Fulfilling Career in Public Service

#### **Heather Krasna**

Director, Candidate Services, Nonprofit Professionals Advisory Group

### Jobs That Matter





#### **Thank You!**

The recording of today's presentation, along with the PowerPoint slides, will be available on our Career Programming Web page by next week:

# http://www.mccombs.utexas.edu/alumni/careers/programming/

 Save the date for our April 21<sup>st</sup> Career Webinar: "Get Paid What You are Worth: Negotiating Job Offers and Asking for Raises" with Laura Hill, BBA '75.