# Fixing the Flaws of Networking

An Alumni Directory of the Harvard Women's Lacrosse Program

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## Abstract

Networking is one of the most important skills a person can develop in life. Grades are important; however your network of people is what is going to help you ultimately land a job and launch a career after college. In my own job search, I found that Harvard's alumni resources are out-of-date and unreliable. To solve this problem, I developed an accurate and functional alumni directory on a much for the Harvard Women's Lacrosse Program. I compiled data using several Harvard resources as well as LinkedIn. Through this process, I found that Harvard Women's Lacrosse almni hold many powerful positions.

## Background and Significance

Networking is one of the most important skills a person can develop in life. Grades are important; however your network of people is what is going to help you ultimately land a job and launch a career after college. As I was beginning my job search, I wanted to learn more about different industries so that I could better focus my search before applying anywhere. The best way to go about this would be to reach out to individuals in certain fields; however, it is more difficult to get a reply from someone with a cold introduction rather than a warm introduction. So, I shifted my focus toward alumni of the Women's Lacrosse team because I am a current member and know that our alumni are very supportive of the program and those involved in it. However, I found that there was no way to find out what our alumni were doing or where they were; the only way to contact an alum was to ask our coach for a specific person's contact information. Before doing so, though, we would need to know who the alum was and her background, and there was no way to know this information except through word of mouth. Thus, I found the need to create an alumni directory with accurate information.

## Methods

I began this project by reaching out to the Assistant Director of Communications, Jeff Weinstein, for the Harvard Varsity Club and the Assistant Director of the Harvard Varsity Club, Jess Perillo, to gain access to information about Harvard Women's Lacrosse alumni. Mr. Weinstein sent me the link to the Varsity Letterwinners data and Ms. Perillo gave me access to an excel spreadsheet that included names and contact information of alumni. I used the Letterwinners data to create my own spreadsheet of names, titled *WLAX_LETTERWINNER_DATA_complete*.

In this Letterwinners spreadsheet, I included several other variables that I felt would be useful when searching individuals in the database. These variables included: *Graduation Year, Last Year Earned Varsity Letter, House, Concentration, Secondary Concentration, Citations, Graduate School, Company, Role, Industry, Area, LinkedIn,* and *Website Other*. I found the information for the "Graduation Year" and "Last Year Earned Varsity Letter" from the Letterwinners website. The *Graduation Year* variable corresponds to individuals' year of graduation and the *Last Year Earned Varsity Letter* variable refers to the last year recorded of an individual playing lacrosse and earning a varsity letter. Though I initially found the information for these variables from the Letterwinners website, I discovered that some of the data in the Graduation Year variable was incorrect when I cross checked it with University records on the Harvard Alumni Directory website. Assuming the graduation records on the Harvard Alumni Directory are official and correct, I used the graduation years found on the Harvard Alumni Directory and documented them in the Letterwinners spreadsheet. Using the Harvard Alumni Directory again, I found the information for the *House* and *Concentration* variables. These variables were important to include because the housing system at Harvard plays a significant role in a student's Harvard experience, thus housing affiliation is a useful conenction point, and concentration information is valuable to know as another connection point. I also used the Harvard Alumni Website to find some individuals' information about *Graduate School*. For variables *Secondary Concentration, Citations, Graduate School, Company, Role, Industry, Area,* and *LinkedIn,*, I searched individual names on Google and LinkedIn and recorded the information I found from LinkedIn profiles. I found that alumni who graduated in the 1980's tended not to have profiles on LinkedIn, so I found their information through websites on Google. I thus input these websites in the vairable, *Website Other*.

After compiling the Letterwinners data, I uploaded both datasets to RStudio and cleaned them. I then merged them using the command full_join() so that I would not lose any of the information; I named the new dataset *data*. From there, I needed to further clean the variables in the dataset to create a new dataset, *data_1*. The next step in preparing the Shiny web application was to find a dataset with coordinate information of cities in the United States. I chose to only find information regarding cities in the United States because the majority of the alumni was from cities in the United States. I found this dataset from the United States Cities Database. From this website, I downloaded the Excel file and imported it into R. I then selected the two variables I needed to correspond to the city and state variables in my greater dataset: *city_ascii, state_id, lat,* and *lng*. I then renamed *city_ascii* and *state_id city* and *state*, respectively. This

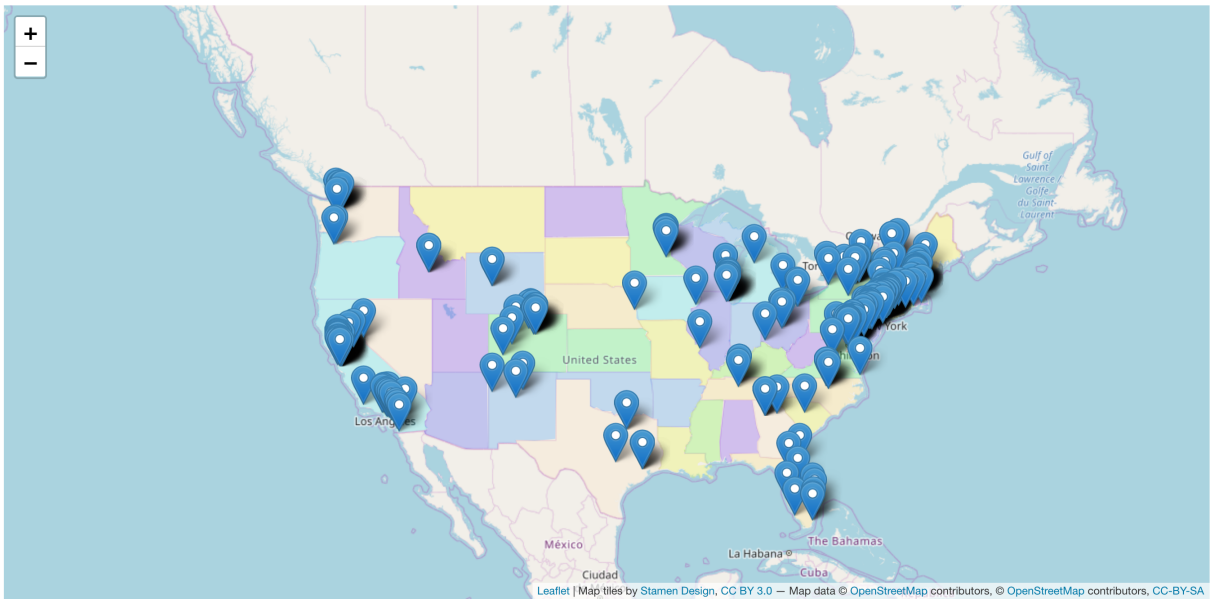


Figure 1: Here is the output of the map.

preparation allowed me to then join the coordinate information with the greater dataset to create *full_data*, joining by the *home_city* variable with the *city* variable and the *home_state* variable with the *state* variable so that the coordinates would join by the correct cities and states.

After creating the full dataset, I shifted my attention to the map creation. I used the Leaflet package and found code online that created an interactive map of the United States. This was in preparation for what I would input into the Shiny server. The final step in my Shiny preparation was making the *full_data* dataset into an RDS file so that Shiny could use it.

To create the Shiny App, I began by loading in the *full_data* RDS file. When creating the ui, I made the opening tab the *Map* tab, which corresponded to the Leaflet map created in the prep file and copied to the Shiny server. This map demonstrates the Home Locations of Alumni Based in the United States and allows users to zoom in and out of it and click on certain points that correspond to names of alumni's home locations. These points were specified in the addMarkers() argument in the map's code. The second tab panel I created in the ui is the directory or *Search* tab. I created the duirectory using the DT package. I chose the following variables to include in the directory because they encompass enough information to find alumni without publishing confidential information such phone numbers: *Name, Home City, Home State, Graduation Year, House, Concentration, Employer* (which is *company* renamed), *Role, Industry, Email,* and *LinkedIn.* The DT package allowed for me to create a table with my selected variables by which a user can filter with any search input he or she desires. With a certain search input, the table will output any rows that contain any information that corresponds to the search input. I then added extensions to the table that made it responsive to the width of the web page and created buttons that allow users to copy the information to Excel or print it - both extensions for aesthetic purpose.

## Harvard Women's Lacrosse Alumni

Copy Excel PDF

Search: finance

| Name | Home City | Home State | Graduation Year | House | Concentration | Employer | Role | Industry | Email |
|---|---|---|---|---|---|---|---|---|---|
| Ashley Jostrom | Matinecock | NY | 2004 | Quincy | Government | AlphaParity | Director, Investor Relations | Finance | ashleykaustin@yahoo.com |
| Shana Barghouti | Los Angeles | CA | 1996 | Kirkland | Philosophy | Angeles Investment Advisors, LLC | Managing Director, Partner | Finance | smulkerin@angelesadvisors.com |
| Livia Carega | | | 2006 | Dunster | Government | Apollo Global Management LLC | Managing Director | Finance | liviacarega@gmail.com |
| Lauren Bobzin | West Chester | PA | 2008 | Kirkland | Economics | Bank of America - Merrill Lynch | Research Sales Analyst | Finance | lbobzin@gmail.com |
| Keltie Donelan | New York | NY | 2001 | Kirkland | History | Bank of America Merril Lynch | Director | Finance | keltiefdonelan@gmail.com |
| Eliza Guild | North Chatham | MA | 2018 | Mather | Economics | Barclays | Investment Banking Analyst | Finance | elizabguild@gmail.com |
| Kristin Burnetta | Bryn Mawr | PA | 2020 | Adams | Psychology | Barclays Investment Bank | Global Markets Analyst | Finance | |
| Marisa Romeo | Syracuse | NY | 2017 | Eliot | Government | BNP Paribas | Business Analyst | Finance | marisaromeo24@gmail.com |
| Maeve McMahon | Duxbury | MA | 2017 | Dunster | Classics | Cascadia Capital | Investment Banking Analyst | Finance | maevem19@gmail.com |
| Nicole Baiocco | New Vernon | NJ | 2019 | Winthrop | Government | Citi Bank | Consumer Analyst | Finance | nbaiocco8@gmail.com |

Showing 1 to 10 of 50 entries (filtered from 695 total entries)

Previous 1 2 3 4 5 Next

Figure 2: Here is output of the directory, filtered by alumni working in finance.

## Conclusion

My goal for this project was to create a mechanism by which members of the Harvard Women's Lacrosse community can find accurate information of alumni and use it to reach out to and possibly reconnect with fellow alumni - to ultimately foster a more connected community for the Harvard Women's Lacrosse Program. The map allows for users to visualize where alumni are located and the directory allows for users to find information that they can use externally. I am excited for the implications of this project and I know that teammates are eager to have access to a platform that allows them to contact alumni more efficiently and effectively.