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LaunchToLead

The Resource Activation System™

Turn Your Tuition Into Hidden Job Market Access

Learn how to activate the 4 pillars of university resources for maximum job search ROI

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The Core Problem

You're paying **\$20K-\$50K per year** for university resources...

But you're ignoring the **career center, alumni database, engineering societies, and professors** who can connect you to hidden jobs.

70-85%

of jobs aren't publicly posted—filled via networks you already have access to

While you're stuck in "cold apply hell" with a **2% success rate**, your classmates are landing roles through resources you **both pay for**.

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The Solution

Activate Your Pre-Built Professional Network

Stop treating university resources as "optional extras."

Start treating them as your **pre-built professional network** with direct access to hiring managers.

1.5x

Students using career services are more likely to secure jobs within 6 months

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The 4 Pillars

1

Career Center

Employer info sessions • Mock networking practice • Industry salary data • Ask: "Who recruits here most often?"

2

Alumni Database

30–50% response rate when personalized • Filter 3–7 years out (relatable + hiring roles) • Lead with shared school connection

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The 4 Pillars (Continued)

3

Engineering Societies

ASME, IEEE, SWE, ASCE • \$25–50/year for job boards + mentorship •
Volunteer for face-time with officers • Virtual webinars + Q&A
networking

4

Professors

Office hours mid-semester (not finals) • Adjunct profs = industry insiders
• Ask: "Know anyone in [Field]?" • Send recap email after intros

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The Resource Audit

30-Minute Activation Protocol

Spend **30 minutes** brainstorming every portal, office, club, or connection you've heard of but ignored.

Track in a simple spreadsheet:

- **Resource:** Career center, alumni portal, ASME chapter, Professor Smith
- **Contact:** Name/email of who to reach
- **Ask Made:** What you requested (intro, advice, resume review)
- **Outcome:** Response, referral, interview, etc.

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Why This Works

The Math

Referrals boost your odds **4x** compared to cold applications.

Alumni respond at **30–50%** when you personalize (vs. <10% generic).

The Psychology

Tribal Connection: "Fellow alum" creates instant trust and lowers defenses.

Pay It Forward: Most professionals want to help the next generation—you're giving them an easy way to do good.

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Your Action Items

Stop paying for resources you don't use. Activate them this week.

- Schedule a **30-min Resource Audit** this week—list every career service, society, and professor contact you have
- Book a **career center appointment** and ask: "Who recruits here most often for my major?"
- Search your **alumni database** for 5 people at target companies who graduated 3–7 years ago
- Join **1 engineering society** (ASME, IEEE, SWE) and attend their next virtual event
- Visit **1 professor's office hours** and ask: "Do you know anyone working in [target field]?"