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Building Social Capital: *How to Network Effectively*

February 3, 2009: Amherst, MA — “Do you think of networking as a noun or a verb?” asked Glenn Mangurian ’70, ’73 MBA, principal of [FrontierWorks](#), an industry and management consulting firm in Hingham, MA. Mangurian was a guest presenter at a January 22 career development program coordinated by the UMass Amherst Alumni Association at the UMass Club in Boston. The majority of alumni in attendance thought of networking as a verb. “I think of it as a noun; and by the end of tonight, you will too,” he stated.

As an ongoing service, the UMass Amherst Alumni Association coordinates career development programs that allow accomplished alumni to share their professional experiences with fellow UMass Amherst graduates and current students on a range of topics. With a 35-year track record as a consultant, coach and inspirational speaker, Mangurian brought a wealth of practical knowledge to the event. “When you come to a networking event like this, you need to prepare—both emotionally and mentally.” He advised attendees to decide:

- what type of presence you will have
- why you are there
- what is going to attract people to you
- why someone should care about meeting you
- how you will work the room
- how you will disengage from people respectfully

At the close of his presentation, Mangurian offered two additional pieces of advice: “First, value relationships — they are the most important thing in your life. Second, always be authentic in your giving and never expect anything in return. You will be surprised how much you get back when you need it.”

Melanie Cosgrove, senior associate director for student and alumni programs for the Alumni Association, said, “In these difficult economic times, the Alumni Association is striving to bring career-related resources to our alumni around the country to ensure they have the tools needed to stay competitive in today’s job market.” In addition to programs like this one, the UMass Amherst Alumni Association provides an online career center for students and alumni with resources and tools for career development, transitions and employment.

The UMass Amherst Alumni Association is a vibrant organization that promotes the interests of the university and its 215,000 alumni around the globe. The Alumni Association’s mission is to enhance the student experience and foster a connection between alumni and the campus through programs and services that enlighten, strengthen, and develop alumni loyalty and interests. More information is available at UMassAlumni.com.

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