SFNet Guest Lecture Program

WWW.SFNET.COM

CREATED IN CONJUNCTION WITH SFNET'S DIVERSITY, EQUITY AND INCLUSION COMMITTEE

Secured Finance Network

This Next Steps Hotsheet is a comprehensive guide outlining the steps an SFNet member must take to present a Guest Lecture.

Feel free to reach out to Jeff Walsh, jwalsh@sfnet.com, for clarification or assistance.

Step 1:

Determine the speaker – are you interested in speaking? If not, identify eligible candidates.

Step 2:

Download the presentation toolkit and collegiate brochure from the website:

a) A presentation created by SFNet with an easy-to-follow outline to ensure continuity in our Guest Lecture Program and to remove the burden of creation from the individual presenters.

b) A specifically designed collegiate brochure which explains in full what SFNet is, what the Guest Lecture Program is, and what the tangible takeaways are for attending students, including information on a under-recognized career path, networking opportunities, a robust internship database and a scholarship program. This brochure clarifies that we are not selling anything and you'll need to provide it as a resource when approaching possible university POC's (outlined in Step 3).

c) A flyer which explains to students how to access SFNet's internship database and scholarship application portal. Please print multiple copies of and disseminate this flyer before/after the presentation.

Step 3:

Do you have a connection with a local university or do you need guidance on who and how to reach out to arrange your Guest Lecture?

>   If you already have a connection skip this step.

>   If you need guidance – The most challenging part of any Guest Lecture has historically been a) finding the right contact at a university to coordinate a presentation, and b) explaining what SFNet offers in a sufficiently clear manner that evokes interest and avoids suspicion of sales practices. Remember, we are not selling anything but universities are often approached with these types of asks from those who are.

Start by determining which university in your community you'd like to approach. Finding the right contact at a university to arrange your Guest Lecture may take several tries, but we urge you not to give up! These suggestions on whom to contact are listed in order of success rate, so start at the top unless you have a personal contact at the university.

a)   Go to the university's website and search for their Career Center.
>   i. If they have an employer's page or an events page in the Career Center, follow any steps they outline.
>   ii. If they don't, give them a call and ask the front desk who you should contact.

b)   Go to the university's website and search for their business, finance, accounting or economic clubs and reach out to the club president and faculty advisor.

c)   Go to the university's website and search for the department chairs and administrators in the university's business, finance, accounting or economics departments.

d)   Reach out to the alumni network, introduce yourself to one of the leaders, and request they put you in contact with anyone who may help schedule a Guest Lecture.
>   i. Remember to provide each individual you reach out to with the Guest Lecture brochure.
>   ii. If someone isn't able to assist you in scheduling a Guest Lecture, ask them to suggest a better contact and request that they connect you.

e)   If all else fails, shift your focus to a new university and start again at Step 2, OR reach out to Jeff Walsh, jwalsh@sfnet.com, to connect you with a university near you that has expressed interest in hosting a Guest Lecture.

You've made a connection at a university, and they've expressed interest in hosting a Guest Lecture. Congratulations, the hard part is over! Now it's time to loop in SFNet. Email Jeff Walsh, jwalsh@sfnet.com,, along with the university POC, to begin scheduling or to confirm schedule of your Guest Lecture.

This is vital for several reasons:

a) Each Guest Lecture must be documented so that SFNet can track engagement, satisfaction, and completion of the event, ensuring it stays current and beneficial to all involved parties.

b) Each Guest Lecture offers participating students access to both our internship database and the Katz Family scholarship program. For students to be eligible, they must follow a series of steps and SFNet must be able to track and catalog those steps through a series of check-ins.

c) SFNet tracks our Guest Lectures and events to promote them on our website, in our successful testimonials and in *The Secured Lender*.

d) Most importantly, SFNet updates our internship database prior to every scheduled Guest Lecture to ensure it is up to date.

Step 5:

Host the Guest Lecture and let SFNet know how successful it is!