Two years ago when Chris Douglass began working at LinkedIn, he brought to the job both his incredible talents and his knowledge of PENCIL programs. Since then, he has been a powerful advocate for PENCIL programming at LinkedIn. In fact, just last winter, LinkedIn selected PENCIL as its sole nonprofit partner for its EngageIn program in New York City. As LinkedIn’s partner for their EngageIn program, LinkedIn staff not only give their employee’s time to support PENCIL’s programming, but also provide training and support to enhance PENCIL’s capacity.

The Business Team: PENCIL worked with LinkedIn’s community engagement team to launch a series of workshops designed to provide a large number of LinkedIn staff with meaningful volunteer opportunities that leveraged their unique skills. Over 250 LinkedIn staff participated in PENCIL programs in 2015!

The Program: In 2015, PENCIL recruited and trained 200 talented, high-need high school juniors and seniors to participate in the PENCIL Fellows Program. PENCIL Fellows are placed in six-week paid internships and receive critical career readiness training to make sure they are well prepared for their internship experiences. LinkedIn, as the world’s largest professional network, was uniquely positioned to teach the Fellows how to build their online professional presence and develop the competencies necessary to create a network that will position them for college and career success.

Specifically, LinkedIn volunteers engaged in the following PENCIL programming:

- **Mock Interviews:** Through a one-on-one “speed dating” format, LinkedIn employees worked with students to refine their communication skills to prepare for their interviews with prospective internship employers.
- **Anatomy of a Business:** LinkedIn employees opened the door to new careers for PENCIL Fellows by introducing them to different departments at LinkedIn, such as finance, sales, and human resources. Fellows also learned about unexpected career paths and the ways in which the LinkedIn platform can help them explore different career opportunities.
- **Networking and Personal Branding:** LinkedIn employees facilitated sessions for students on how to build a professional network and develop their online personal brand. Students learned who to invite into their network, and how to develop and maintain a relationship with someone in their network.

The Outcomes: Training supported by LinkedIn staff helped prepare students for their internship, as well as future career opportunities.

- Nearly 90% reported that they understand how a network will benefit them in the future.
- 92% of PENCIL Fellows reported mock interview sessions led by LinkedIn staff were helpful in preparing them for their internship.
- 87% of Fellows reported that in the future, they are likely to use their professional network, including their Business Mentor or other coworker for help in finding a job or internship.