Tapping into Your Community of Support: Networking

Career Education Office | Van Meter Hall – 117 | 410-337-6191 | Career@goucher.edu
WHAT is it?

HOW do you do it?
Networking “IS NOT”

• Asking for a job

• Quickly acquiring names of people just to get a job

• Using people strictly for your gain

• Putting friends, neighbors, or associates on the spot
Networking “IS”

Informal conversations that build relationships, called informational interviews
Step 1: Make A List

Start with your existing network!

Identify people who can…

- Provide information on careers and employers
- Share insights about entering different career fields
- Introduce you to someone who is hiring
- Inform you about job openings or leads

*Include family, friends, colleagues, classmates, professors, neighbors, alumni, supervisors, teammates, hairdresser, etc.
Who is in your web?

Start with your existing network!

- Take 1 minute to write down the names of as many people as you can who you know/are connected with!
Step 2: Find Goucher Alums & Others

• Alumni Feature:
  • Go to “Goucher College” → See Alumni → Database of over 12,000 Goucher alums

• People Search:
  • Filter by companies, locations and connections

• Join groups:
  • Goucher Career Communities

More about LinkedIn later
Who’s already said yes!

CAREER COMMUNITIES VIRTUAL NETWORKING

As students and alumnae/i navigate through this unprecedented time, the Career Education Office (CEO) and the Office of Alumnae/i Affairs have reached out to alumni from a broad spectrum of career professions to help you connect with Goucher alumnae/i as you prepare to enter the workforce, search for jobs, and explore different career paths.

For questions, please contact the Office of Alumnae/i Affairs at 410-337-6180 or alumni@goucher.edu.

CURRENT NETWORK CONTACTS

- **BETA**: BUSINESS, ENTREPRENEURSHIP, TECHNOLOGY & ANALYTICS
- **SHER**: SCIENCE, HEALTH, ENVIRONMENT & RESEARCH
- **COSE**: COMMUNITY, SOCIAL SERVICES & EDUCATION
- **GILS**: GOVERNMENT, INTERNATIONAL AFFAIRS, LAW & SOCIAL IMPACT
- **MAC**: MEDIA, ARTS & COMMUNICATION

https://www.goucher.edu/career-education-office/career-communities/virtual-networking
I, like many students, used to find the idea of networking to be unappetizing.

That was until I found a position or a field that was I truly passionate about. Where I used to dread going to an event with only general ambitions and handing my card to just about anyone, I found that once I had a goal in mind, whether it was a specific job or talking to a specific individual about their work, it became much more exciting.

After you identify a goal, hone your knowledge as much as possible to leave the best impression on those you talk to; make them think that you're as qualified as a formal colleague in their field. This works even better if it's a small field where word of qualified individuals gets around quickly.

Zach

Two success stories, one recent, one from when I started my career.

Recently, I was at a conference and spoke to someone as a matter of routine to maintain a business relationship, just checking in. The conversation turned into an offer for a full-fledged sales training from a successful, veteran professional. You never know what opportunities might turn up just by getting to know someone.

I graduated ten years ago, entering the job market when the previous recovery was still in progress. For months I sent resumes around with no results. I even worked with a staffing firm, no luck. One day, I got a call from a supervisor at an organization where I'd interned. They offered me a job right then and there. That kind of result is rare, but it illustrates the true potential of networking. I literally landed my first job after college through my network.

Best of luck to the class of 2020.

Charlie
Step 3: Organize & Make A Plan

• **Prioritize contacts**
  • Your comfort level
  • Their experience and ability to make connections
  • Determine objectives

• **Develop a system for organizing contacts and next steps to**
  • Organize in Excel or other system that works for you

• **Make a manageable plan and follow through!**
  • Break down process into small tasks
  • Dedicate time each day, week, month
  • Don’t forget “thank you” and follow-up
  • Ensure professional communication
Step 4: Send a request

1. Hello, my name is ____________ and I am completing a ____________ degree in ____________ at Goucher College.

2. I am interested in a career in (or position as a) ____________ in the ____________ field (industry).

3. I have had an internship position (employment) as a ____________ with ____________ and discovered that I really enjoy ____________.

4. I’d enjoy hearing more about ____________. Would you have 20 minutes (offer 3-4 times) for us to connect?
Step 5: Conduct Informational Interviews

- Prepare questions to ask
  - Research the organization and/or industry
  - Consider your objective

- Sample questions
  - How did you begin in the field?
  - What are some challenges and rewards about the job/field?
  - Can you recommend professional organizations for field?
  - What is your typical day like in your role?
  - What advice might you have for me as I pursue a career in this field?
  - Do you have other people you think I should speak with? May I use your name when contacting them?

- Be prepared to talk about your skills and interests
- Be polite, professional and on time
- Follow-up!

“Interview someone whose job you want & discover how they got it.”
Building Your LinkedIn Profile:

• Create LinkedIn account (if not already done)
• Review different LinkedIn Profiles for ideas (Goucher alums, students, or in your field of interest)

• Profile Checklist *(Include all for 100% Complete)*:
  - Professional-like photo
  - Headline = What you’re looking for OR Your key skills *(examples: History Student Seeking Summer Internship OR Group Leader / Event Planner / Community Advocate)*
  - Targeted, keyword-focused summary that describes your skills, expertise, passions and interests
  - Industry and location
  - Education
  - Current title (or most recent) with description
  - At least 2 past jobs/positions/experiences
  - At least 5 skills (work to get skills endorsed)
  - Minimum 50 connections
  - Consider multi-media/examples of your work

• Connect with
  - Goucher Alums, classmates, mentors, professors, CEO staff, family & friends

• Follow companies & join groups, including:
  - Goucher Career Communities

Resources:

LinkedIn Webinars-
https://www.linkedin.com/help/linkedin/topics/6042/6043/15493

31 Best LinkedIn Profile Tips-
https://www.themuse.com/advice/the-31-best-linkedin-profile-tips-for-job-seekers

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Van Meter 117 | 410-337-6191
career@goucher.edu
Follow us: @TheGoucherHub
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