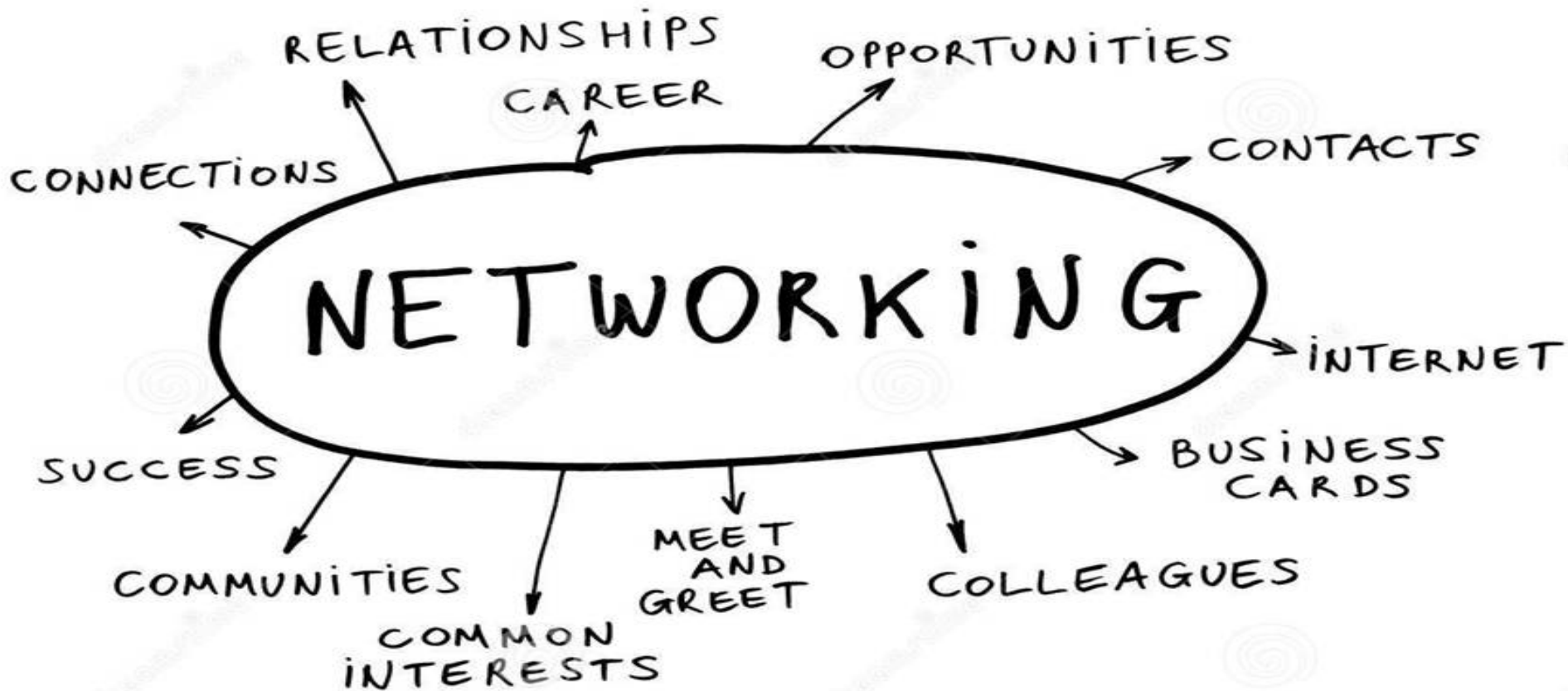


Tapping into Your Community of Support: Networking



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>

Alumni stories

I, like many students, used to find the idea of network 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.

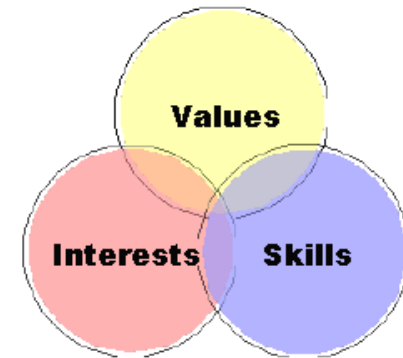
2. I am interested in a career in (or position as a) _____ in the _____ field (industry).

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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CAREER EDUCATION
OFFICE

Van Meter 117 | 410-337-6191

career@goucher.edu

Follow us: @TheGoucherHub



Career Education Office

Van Meter Hall – 117

410-337-6191

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