

Career Networking

Career networking is a way to make contacts, build relationships, and according to human resource professionals, networking is the #1 way to promote career growth.

Networking is a bidirectional, give and take, social experience that shows you want to be of assistance to those you know and not just that you want something from them. You create value to yourself by giving to others and, since people like to do business with, and refer business to those they know, like and trust, they are more likely to support you in your goals.

Remember, networking without a goal is simply socializing, so be flexible and generous in what you have to offer and know what it is you want to accomplish so that your networking becomes a win/win situation.

Why Networking?

- Find “hidden” jobs, those that are not posted on any job board site and are typically filled on a referral basis
- Find jobs with less competition
- Stand out from the competition
- Bypass “screeners”
- May lead to a job being created for you
- Start at a higher level and with higher pay
- Give you more credibility when you start your job

Members of Your Network

- Career Development Center
- Class members
- Professional associations
- Friends and family
- Professors and instructors
- Club members
- Church affiliations
- Hobby enthusiasts

Hint: You network every time you talk to someone else

CDC Networking Opportunities

- On-Campus Recruiting
- Employer Information Sessions
- Career & Internship Fairs
- Graduate School Fair
- Job Shadowing & Informational Interviewing Contacts
- Career Excursions - where CDC takes you to various company sites



Tracking Strategies

- LinkedIn - Social media website that automatically adds contacts as you make connections and reflects all your updates and changes on your profile.
- Excel - keep notes about things you learn from and about other people including birthdays, anniversaries, interests and mutual acquaintances. Also, what type of job a person has and people they have connections with.

Examples

- Angela was interested in changing careers and moving from public relations to publishing. Even though she graduated more than a few years ago, she tapped her college career network and came up with a contact at a top New York publishing firm. In addition to being sent new job postings, her resume was hand-delivered to Human Resources when she found a position she wanted to apply for.
- John was interested in pursuing a career in medicine. He mentioned his interest to a family friend who happened to be a doctor. The doctor arranged for John to spend a day shadowing him at the hospital and provided an excellent recommendation for medical school.

Types of Networking

Formal - Business socials, community events, class reunions, professional association meetings.

Informal - LinkedIn, Facebook, Twitter, Instagram, Pinterest to name a few. Employers are definitely looking at and evaluating you on your social presence, so keep it professional.



Networking Road Map

There are specific action items to accomplish each year of your college career to be well prepared for your employment career. Consider some of the following:

- Meet with your CDC career counselor each semester or more often to create a strategy for employment success.
- Participate in as many CDC events as your schedule permits.
- Get to know your faculty well.
- Establish healthy relationships with your employment supervisor.
- Plan to participate in internships before graduating.
- Join professional organizations while still a student.
- Create your dream job bucket list; find contacts within those bucket list companies and conduct informational interviews with key personnel.
- Frequent UVU events such as guest speakers.
- Always keep open to those serendipitous opportunities which are recognizable to those who are prepared and eager.

There are other networking tips available for you at the Career Development Center so come in and let us help you develop your career!