

THE ART OF NETWORKING

The College of Liberal Arts

CAREER CENTER

The U.S. Department of Labor reports that up to 80% of all positions are filled without employer advertising. That means that almost 80% of jobs are filled through some form of *networking*. Why? It saves employers time and money when they fill positions based on recommendations from colleagues or friends.

PULL FROM YOUR CIRCLE OF CONTACTS

- Family
- Professors
- Friends
- Advisors
- Neighbors
- Association Members
- Classmates
- Former Colleagues
- Industry Professionals
- Mentors
- Former Supervisors
- Friend of a Friend



DON'T UNDERESTIMATE THE LOCATION

- Social Gatherings
- Professional Development Events
- Sporting Events
- Membership Association Events
- Conferences
- Career Fairs

PULL FROM YOUR CIRCLE OF CONTACTS

- Access your academic, professional, and personal network to identify someone in a field or position of interest to obtain professional advice and insight.
- Introduce yourself and make a request to meet with a professional, while being mindful of phone and email etiquette to ensure your approach is professional.
- Request an in-person or phone appointment to converse for a range of 30 minutes to an hour.
- Make a list of questions in advance and allow for organic conversation to flow!
- Exhibit appropriate business and dining etiquette during the interview which can take place in an office, over a meal, on the phone, or online.
- Request a business card and send a thank-you note or email within 24 hours.

CAREER FAIRS, CONFERENCES, AND INFORMATION SESSIONS

- Research company information and review planned attendee lists to engage in intentional conversations and engagement.
- Bring several copies of your resume on resume paper.
- Convey your skills, share experiences, and ask relevant questions in various environments. Confidently deliver that elevator pitch!
- Invest in and strategically distribute customized business cards.
- Ask for business cards of professionals, recruiters, and peers to stay connected.
- Follow up with newly created and formerly, established contacts within 24 hours of interaction to reinforce connection.