

NETWORKING: UNLOCKING THE HIDDEN JOB MARKET

WHAT IS NETWORKING?

Networking is the process of developing and maintaining contacts and personal connections with a variety of people who might be helpful to your career and it also allows you to tap into “hidden” job opportunities. Networking also allows you to build your professional connections by asking your current contacts for further recommended individuals to get in contact with. In addition, networking is also a way to stay up-to-date on the latest news and trends in your field of interest.

Why Does Networking Matter?

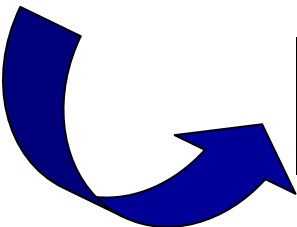
- According to the U.S. Bureau of Labor Statistics 70% of all jobs are found through:
NETWORKING!
- Regardless if you know it or not, you are networking every day....so make a positive impression!
- When you network with professionals in your career field to stay engaged in news, trends, and terminology, it will help you present better during an interview.
- Networking helps you find out information about potential job openings before it is posted publically.
- Employers are more likely to recommend an applicant if they already have a built relationship with that individual through networking.

WHAT NETWORKING IS **NOT**

While networking can assist you in finding hidden job opportunities, you should not let that be your primary reason for networking. Avoid openly stating, “Do you know of any available jobs I could apply for?” Instead build a relationship with your contact and let them know your employment status and career interest. Ask your contact for advice on the job search, and names of individuals they recommend you connect with. This shows that you hold an interest in the relationship beyond just a job connection.

WHO SHOULD I NETWORK WITH?

- Friends
- Family Members
- Supervisors
- Faculty
- Campus Staff
- Classmates
- Coworkers
- Alumni
- Coaches
- Campus Leaders
- Community Leaders
- Volunteer Coordinator
- Internship Supervisor



Turn to Pages 2 and 3 to learn
where & how to network!

HOW DO I BUILD A PROFESSIONAL NETWORK?

Join professional organizations

- Attend conferences and meeting.
- Join the committee, form a subcommittee, or volunteer.

Set up informational interviews with contacts

- Develop a list of questions such as career advice, their personal career development experience, and job market insights.
- Ask for a list of additional contacts they recommend connecting with.
- Make sure you know as much as you can about your contact's industry and position so that you ask informed questions.

Get LinkedIn

- LinkedIn is a professional online network and connects you with professionals to exchange knowledge, ideas, and career development opportunities.
- Sometimes called "professional Facebook," it is a powerful way to connect with professionals within your field of interest, along with professionals of your past such as supervisors, professors, UD Alumni, and classmates. www.linkedin.com

Attend Career Fairs

- UD partners with other local colleges to sponsor the Career Extravaganza every spring. There are also dozens of career fairs throughout the year locally and nationally. Career fairs are a great way to talk with several employers at once and to gain connections.

Attend Employer Site Visits

- Career Services hosts Employer Site Visits every Friday morning during the school year to provide students with a tour of local businesses and the opportunity to network with professionals in your field of interest.

Take part in a Job Shadow Opportunity

- Interested in observing an individual in your field of interest to see what it is really like to work there and get career advice from professionals in the field? Contact Career Services to set up a job shadow opportunity.

Attend a Mock Interview with a local employer

- Over 50 employers each year come to UD's campus to provide students with a mock interview to practice their interviewing skills and have their resumes reviewed. This is also a great way to network with employers.

Join clubs and organizations on and off campus

- There are many clubs and organizations on campus designed to connect you with individuals that share similar career interests as you. One to consider would be the Future Young Professionals of Dubuque which was established to promote networking opportunities and develop professional skills for students.

Attend career networking events

- The Dubuque Chamber of Commerce partners with UD Career Services to provide a variety of networking events throughout the year such as the Welcome Back Bash, CEO Networking Luncheon, and DBQ Live! All are designed to help you network and connect with employers while gaining knowledge about careers of interest.

Contact Career Services to learn more about these networking opportunities!



Avoid

"Burning Bridges"

Ever heard of the phrase "burning bridges"? Burning bridges means doing something that breaks a connection you have with a company or individual and not being able to fix that connection.

In most career fields the field is smaller than it appears, meaning that word travels quickly and everyone is connected. (Think six degrees of separation.)

Avoid leaving a job on bad terms and try to keep work relationships on positive terms as best you can. You never know when your potential new supervisor could have connections with your old supervisors and possibly hinder your opportunity at that new job.

How to Create New Networking Connections from Your Existing Network

Ever heard of the theory of six degrees of separation? The concept holds the belief that every person is connected through six or less connections. With that said, your current networking connections could already hold the key to connecting you to your dream job! Start asking your networking connections the following questions:

- "Do you know someone who works for a (company) that has an ongoing relationship with my target (company/major)?"
- "Do you know anyone who used to work for my target (company) or in a similar (career field)?"
- "Do you know someone who works in the same general industry as my target (company) or (career field)?"

I'VE MADE A NETWORKING CONNECTION...NOW WHAT?

Send a follow up/thank you note

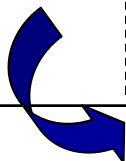
- Try to stay connected every month or two in some form such as simple email, card, LinkedIn message, etc.
- Every 4 to 6 months try to meet up with your contact face-to-face such as coffee, lunch, or an informal meeting.

Hey Mark,

How has your spring at XYZ Accounting been going? Hopefully you have had a moment to relax at the end of tax season. I just wanted to take a moment to thank you for recommending I contact Mr. Smith from ABC Accounting. He has been an excellent resource and I have appreciated his insight on being a new professional in the accounting field. Hope we can connect again for coffee sometime over the summer!

Sincerely, Fred Flintstone

Example of follow up note:



What Is It? An elevator speech is a short 15-30 second sound bite that should introduce to a new contact and keep the contact engaged. It spotlights your uniqueness, focus, and drive. Think of it like this. If you got into an elevator with Donald Trump, the famous CEO and real estate developer, what would you say to get him to listen to you and remember you. Better yet, what would you say to him to get him to give you his business card?

What to include in an elevator speech

- Your name
- What your current role (job, full time student, part-time student, and major)
- What you're trying to accomplish
- A statement on how you may be helpful to that individual

Don't forget to use E.S.H.E.!

When meeting a new contact, just remember:

Eye Contact Smile
Handshake Elevator Speech

Practice, Practice, Practice! An elevator speech should roll off the tongue naturally without feeling rehearsed. At the same time though, "winging it" is never advised either! Practice with faculty, friends, or family members. When practicing, use the following guide:

- Make eye contact with employer
- Smile at employer
- Glance briefly down at employer's hand
- Give a firm hand shake and return to eye contact with employer
- Give an elevator speech: *Hello! My name is (insert name). I am a (year in college) at the University of Dubuque. I am currently majoring in (your major & minor) and I am interested in...(statement on something you want to accomplish, and statement on how you might be helpful to that individual)*

The Pitfalls of Networking Conversations: What to Do and What to Avoid

- Don't make the conversation all about you, You, YOU. Try to focus your energy on the employer.
- Speak with confidence and avoid "umm," "like," and "you know." Practice can assist with this.
- Be sure to follow up. Ask for a business card, and be sure to get in contact with them in the near future.
- Networking happens in real life and in your every day interactions! Don't just wait for networking events to network and remember that going to the grocery store can even result in a prosperous networking connection.
- Organize your networking contacts. The organizational method is up to you, but keep a record of all your networking contacts, how you know them, and when you last spoke.
- A networking relationship should not always be about receiving benefits,. You should also give benefits as well. Don't think you have anything to give? Has your contact mentioned not knowing how to navigate social media sites like FaceBook or Twitter? Give them a tutorial! Saw an interesting article pertaining to your field of work? Send it onto your contact and say, "Thought you would find this article worth reading." Listening for subtle clues like these can help make your relationship more rewarding for both you and your contact.
- Just because you are trying to make a professional networking contact doesn't mean you should only talk business. In fact, small talking about things other than work can be a great lead-in for making a business contact down the line.

SUGGESTED SMALL TALK TOPICS:

Ask about their hobbies: *"I just tried Yoga for the first time last week,. I thought it was going to be relaxing, but turns out it was much more intense than I thought it would be! What do you do to relax and unwind?"*

Ask for book, movie, or restaurant recommendation: *"I just finished reading "Never Eat Alone" by Keith Ferrazzi. Have you heard of any good book recommendations lately?"*

Ask about family: If they mention family or you see a family picture on their desk, ask about their families. People generally love to talk about their families. Do not, however, make assumptions or become intrusive. Best rule of thumb is to wait for a cue from the contact to talk about families. *"That's a great family picture. Are any of your kids in college? What are they studying?"*

Talk about current events, sports, or the weather: Current events, sports, and weather are great topics because everyone can relate to them in some way. One thing to be careful of is to avoid too many political or "heated" topics that might be viewed negatively by your networking contact. *"Have you been following the World Cup Series in South Africa?" "Did you hear about that flight attendant who had to take over a flight for a sick pilot?"*

NETWORKING QUICK TIPS

Become a great listener

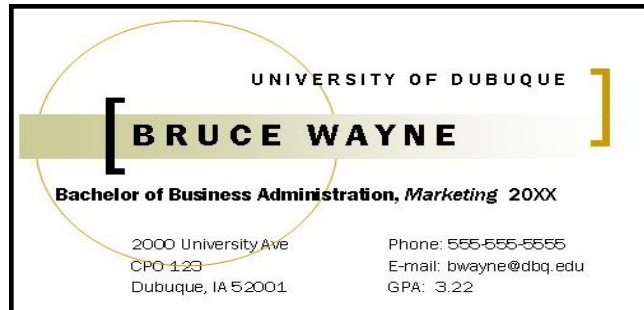
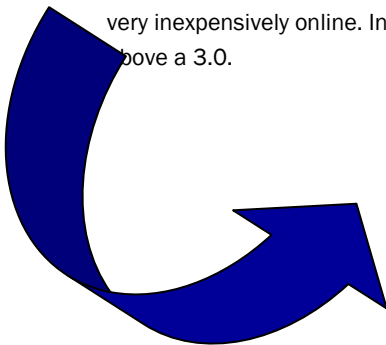
- Practice listening more than talking. If you're meeting someone for the first time, let them do most of the talking. People love to talk about themselves.
- What to ask? Ask them about their interests, profession, career path, goals, hobbies, etc.
- Why become a good listener? First, you'll learn pretty quickly if this person is someone you want to keep in touch with. Second, if you do ask them for their business card or contact information, they will gladly give it to you because they now look upon you very favorably as being "a good listener". Everyone likes a good listener!

Update your resume

- You never know when a contact might ask for it! If you haven't developed a resume before, now is a good time to start

Purchase business cards

- Professionals are much more likely to remember you if you hand them something tangible. Business cards can be purchased very inexpensively online. Include your name, university name, degree, year of graduation, contact information, and GPA if above a 3.0.



Find UD Career Service on Facebook and LinkedIn!

Have a question? Contact UD Career Services!

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