Networking

What is networking?

Networking is simply building and maintaining connections for mutual positive outcomes. It allows one to enhance personal knowledge of career fields and job functions as well as the nature of graduate study.

Purposes of networking include:

• Gain information and advice about career fields, industries or organizations.
• Learn about possible job opportunities at a company (with or without a posting) – 80% of all jobs are filled through networking!
• Connect with individuals who share common interests and experiences.
• Tell and share your story with employers.

Who to network with and where to find them

• Alumni – LinkedIn, Facebook, CareerShift, Handshake, Twitter
• Family and Friends – School, Work
• Peers – Sports teams, School Clubs, Honor Societies
• Industry-specific professionals – Industry-specific Associations, Conference groups
• Human Resources and Recruiting referrals – On-Campus Recruiting events, Career Fairs, Employers

Basic Steps of Networking

• Know yourself: skills, interests, and qualifications as it relates to careers/jobs and in general.
• Research basic information about a career through internet/social media and taking classes.
• Set specific, short-term and attainable goals for yourself and your internship/job search.
• Begin the networking process by talking with people you know (family, friends, social and professional organizations) so they can help you identify people within their own circles.
• Create an “elevator pitch” to use when interacting with anyone – what do you want from the individual/group? Advice? Information on the organization? Other contacts?

Tips/Don’t Forget To:

• Keep an updated document recording your contacts and interactions using Excel, Word, notebooks, etc. Use the best strategy that fits you!
• Patience and persistence pays off – start to be comfortable with hearing “no” while fighting for the “yes”! Rejection doesn’t always mean the end to that relationship.
• Be polite, professional, and be sure to thank your contact(s) after your conversation/meeting always!!! Do this within 24 hours, no later!
• Keep in touch with everyone! Use follow-up emails/phone calls/meet-ups to stay up-to-date.

Tips/Don’t Forget To:

» Create and practice an “Elevator Pitch.”
» Do you know how to tell your story? Discover the best, most comfortable way for you to share your experience with others. Practice, practice, practice!

Some key elements:

• Introduce yourself (your name, major/career goals, why you are talking with him/her).
• Provide evidence of your knowledge about the career field/job function and/or organization.
• Ask for consideration, advice or information on where to go next.
Sample Elevator Pitches

“My name is Joe Smith, and I am a University of Rochester senior majoring in financial economics, interested in the investment banking field, specifically sales and trading. Having had an internship experience at JP Morgan last summer as an analyst, I am now focusing my search for a full-time position beginning next summer and would like your advice.”

“As an alum of the University of Rochester, I’ve worked in IT since graduating with a degree in computer science last year. Most recently, I held a position as a data analyst with a big software company in Boston, Massachusetts, obtained through an interview from the Engineering and Technical Career and Internship Consortium event in January 2013. I’m now looking for opportunities with another large programming company closer to home in San Francisco, California.”

Sample Networking Correspondence

First Contact Email – Referral

Dear Mr. Scott,

I am a senior studying Economics at the University of Rochester in Rochester, NY and will graduate this May, 2016. Professor Smith, who teaches Microeconomics at the university, referred me to you and suggested I might get in touch with you. Having completed classes in economics and mathematics, I am interested in exploring the field of economic consulting. I would appreciate it if you would meet with me for about 20-30 minutes to share with me your perspective on your experience working in economic consulting and how to prepare for entry-level full-time positions after graduation.

I will be in NYC during the week of September 7th and will make every attempt to accommodate your schedule if we could talk then. If that is not possible, I am open to other suggestions at your convenience. You can reach me at this email address or by phone at (999) 123-4567. I look forward to hearing from you. Thank you very much.

Sincerely,

Harry Roger

First Contact Voicemail – Non-referral

Dear Ms. Jones,

My name is Michael Sophomore, and I am a sophomore physics major at the University of Rochester and will graduate in December, 2018. I am calling because I noticed on your website that you will be recruiting at the Engineering and Technical Career and Internship Consortium event this October, and would like to discuss your postings related to physics majors. I would appreciate it if you would speak with me for 15-30 minutes to discuss your company’s products and how I may be able to help in expanding current research next summer as an intern. You can reach me by phone at (222) 111-3333 or by email at physicsstudent@gmail.com. I look forward to hearing from you. Thank you very much. Goodbye.