Did You Know?

RELATIONSHIPS & NETWORKING

NUMBER OF UNIQUE EMPLOYERS THAT ENGAGED ON-CAMPUS WITH UCR STUDENTS LAST YEAR:

317

#HireHighlanders  #UCRCareerReady
Did You Know?

This is how **UCR STUDENTS** reported finding their first job after college.

2014-15 Annual Report

#HireHighlanders  #UCRCareerReady

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Did You Know?

The number of unique employers visiting UCR has INCREASED by 76% since 2010.

2014-15 Annual Report

#HireHighlanders  #UCRCareerReady
Did You Know?

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2014-15 Annual Report

TOTAL STUDENT CONTACTS

30,432

SCOTLINK 11,585

WORKSHOPS 11,055

COUNSELING 3,403

CAREER FAIRS 3,706

LEADERSHIP PROGRAMS 164

ON-CAMPUS INTERVIEWS 519

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GET CONNECTED

#HireHighlanders
#UCRCareerReady

Visit Us On Social Media!

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UCRcareercenter  UC Riverside Career Center
UCRcareercenter  UC RIVERSIDE Career Center
Networking Your Way to A Job:
Building Relationships
And Create Your Brand
What we’re going to talk about...

- What is Networking?
- Tips to Network Successfully
- Where Can You Network?
- Networking Through Social Media
- Practice What You’ve Learned
- Maintaining Connections
What is Networking?

Networking is the development and maintenance of mutually valuable relationships.
FACTS ABOUT NETWORKING

- It’s about developing meaningful relationships
- It starts way before you need a job
- It isn’t always about knowing the rich and powerful
- It’s true, it isn’t just about what you know, but who you know, and more importantly who knows you
- It’s how most people actually get their jobs
THE MISCONCEPTIONS

• It’s just using people
• It’s for people who already have “connections”
• It’s fake
• You only need it if you’re going into business
• I’m smart, I don’t need to network
When & Where to Network

**Social Networks**
- Friends, Family, Neighbors
- Alumni contacts
- Professors
- Other Faculty & Staff
- Volunteer contacts
- Social media – LinkedIn, Facebook, Twitter, etc.

**Professional Networks**
- UC Riverside events (Career fairs, Job Discovery panels, Workshops)
- Professional networking events
- Chamber of Commerce
- Rotary, Kiwanis, Lions Clubs
- Committee involvement
Networking Tips

When attending a networking event ...

- Set goals
- Perfect your 30 second pitch
- Stay focused
- Meet new people and introduce others
- Listen attentively for opportunities
- Be prepared to follow up
Be Prepared

- Conservative email address
- Professional outgoing message
- Make sure your voicemail box is not full
- Neutral virtual presence
- Create a business card (optional)

Sally Career
Bachelor of Science, Business Administration
University of California, Riverside
linkedin.com/sallycareer
951.827.1234
sallycareerucr@gmail.com
3 Questions before you network

1. What are you known for today?
   • Eg: strengths, skill sets, experience

2. What do you want to be known for?
   • Eg: reputation, personal branding, credibility

3. How do you get there?
   • Eg: short and long term SMART goals

Source: Great on the Job, Jodi Glickman

Cited Resource: From College to Career: Take Your Leadership to the Next Level by Nicole Weber
Conversation starters...

- Clues from the nametag
- Compliment (e.g. I like your watch)
- Connection to the place, host or event (something you have in common)
- Current events (e.g. Academy Awards, Olympics)
- Tips: Keep it simple and get them to do all the talking
Avoid these……

Fillers
- Ah
- Kind of
- Like
- So
- Really
- I mean
- Um
- You know

Tentative & minimizing languages
- Sort of
- Just
- Hopefully
- Maybe
- Perhaps
- A little bit about
- Basically
- Try
- I think
- Kind of

Source: Great on the Job, Jodi Glickman

Cited Resource: From College to Career: Take Your Leadership to the Next Level by Nicole Weber
Sample questions for networking

PROFESSIONAL:
• How did you get into your profession?
• What parts of your job do you find most challenging?
• What do you find most enjoyable?
• Are there any negatives to your job?
• What is a typical day like for you?
• How would you describe the corporate culture?
• What skills are required in your position on a day-to-day basis?
• What is unique about your company?
• What advice do you have for someone looking to get into your field of work?
• What’s the best business advice you ever received?
• Who else do you recommend that I should talk to *tonight*?

PERSONAL:
• What is the best job you’ve ever had? What is the worst?
• Where did you grow up?
• What do you like to do in your spare time?
Elevator Pitch Video
Perfect Your Pitch

1. Destination
   - What do you want to be career wise?
   - Why do you want to work in xyz?

2. Backstory
   - Why are you a great candidate?
   - How do you qualify for this position? (skills/experience)

3. Connect the Dots
   - Why does it all make sense?
   - How does your past, present and future fit together?

Source: Great on the Job, Jodi Glickman
Cited Resource: From College to Career: Take Your Leadership to the Next Level by Nicole Weber
1. Destination

Hi, my name is Taylor River and I’m very interested in a summer internship in investment banking.

2. Backstory

I’ve always followed the markets and I love my accounting and econ classes. I’m also a treasurer for a campus org and I manage the budget.

3. Connect the Dots

I’d love to spend a summer in banking to test out my technical skills and see if I am a good fit for the industry. I think my strong analytical skills and interest in the markets make me a great candidate.

Source: Great on the Job, Jodi Glickman

Cited Resource: From College to Career: Take Your Leadership to the Next Level by Nicole Weber
Write Out Your Pitch

**YOUR 30-SECOND PITCH**

**YOUR 30-SECOND “PITCH” IS WHAT YOU SAY TO INTRODUCE YOURSELF TO A POTENTIAL EMPLOYER OR NETWORKING CONTACT. IT SHOULD REVEAL:**

- Who you are
- Your major
- What kind of job or opportunity you are looking for
- Why you are interested in contacting the employer/organization

**EXAMPLE OF WHAT TO SAY TO INITIATE AN INFORMATIONAL INTERVIEW:**

“Hello, my name is John. I was referred to you by the Career Center. I am a third-year business major and am interested in learning more about the accounting field. I wondered if you would have a moment to talk with me about what you do and the field in general.”

**EXAMPLE OF WHAT TO SAY TO INITIATE A CONVERSATION WITH AN EMPLOYER AT A CAREER FAIR:**

“Hello, my name is Fran. I’m currently a senior working toward a degree in Sociology. I saw on your website that (name of organization) has a sales and marketing training program. I became interested in marketing while working on the recruitment committee for my student organization and was wondering if you could tell me more about the qualifications and skills you are seeking for the training program.”

**WHAT WILL YOUR 30-SECOND PITCH BE? CONSTRUCT IT NOW SO YOU’RE READY.**

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________
Activity

• Practice networking for the next 5 minutes
• Turn to your neighbor, pitch yourself, and take turn asking some of these questions
  o What is your major?
  o How did you choose your major?
  o What do you like the most/least about your major?
  o What are your plans after graduation?
  o What do you do for fun?
Mixer

00:00:00

Hours Minutes Seconds
Debrief

• What worked?
• What didn’t?
• How did you feel?
• What did you learn?
Bad Networking Habits

- Hanging out with the same person or stay in cliques
- Staying by the food table/bar
- Not engaging in full conversations
- Fail to make eye contact and smile
- Asking closed-ended questions
Common Mistakes

- Lack of action
- Too informal too soon
- Lack of focus
- Etiquette G.A.P.S.
- Ask for too much
- No follow through
- Forget to have fun
Connecting Through Social Media

- LinkedIn
- Facebook
- Twitter
- Portfolium
Examples of what not to write:

- Can you help me?
- I’d like to connect with you on LinkedIn.
<table>
<thead>
<tr>
<th>Introduce Yourself</th>
<th>Why do you want to be connected?</th>
</tr>
</thead>
<tbody>
<tr>
<td>My name is Maya Lim and I am a senior majoring in Ethnic Studies at UC Riverside. I very much enjoyed meeting you at the Spring Job Fair.</td>
<td>I’m reaching out because I am very interested in learning more about the advertising industry. Last summer, I interned in the public relations department at Guess? Inc.</td>
</tr>
</tbody>
</table>
Your professor has given you the name and email address for an UCR alumna working in the field of your dreams. What is the appropriate way to introduce yourself via email?
Hi Clara!

It would be really cool to meet you and learn about your career path. It would be really nice if I can get 15 to 20 minutes of your time. Well, looking forward for your reply.

--
Ali H.
Student

“The unexamined life is not worth living”

Dear Ms. Lee:

I am a junior majoring in History at the University of California, Riverside. Professor Addison suggested I get in touch with you regarding my interest in the preservation of local historical districts.

Although I am not currently looking for a job, I am very interested in learning all I can about typical career paths in this field and what skills I might need to develop. I would greatly appreciate 20 to 30 minutes of your time to ask you a few questions about your current position and the challenges/rewards involved.

Thank you for your consideration. I look forward to contacting you to arrange a time.

Sincerely,
Allison Harris, UCR History 2017
Keep in touch...

- Thank you note
- Progress emails
- Related articles
- Holiday greetings
Questions?
Career Center Workshops

Additional Career Center workshops to help you with your career success:

- Resume Writing
- Internship
- Job Search
- How Not to Get Fired: Professional Etiquette
- Interview Skills
- How to Make a Great First Impression
- Special Workshops with Employer Presenters
Career Center Info

Location: Veitch Student Center (next to Health Center)

Hours: Mon. - Fri. 8 am to 5 pm
except Wed. 9 am to 5 pm

Web Site: careers.ucr.edu

Individual counseling appointments available by calling:
(951) 827-3631

Drop-In Hours: Mon. - Thurs. 10 am-3pm
Fri. 10 am-12 pm
Where Can You Find Us?

Office Hours
M-F, 8am-5pm
Except Wednesdays, 9am-5pm

Drop-In Counseling
M-Th, 10am-3pm & F, 10am-12pm

We are located next to the Student Health Center, across from Parking Lot 15.

Phone: (951) 827-3631
Fax: (951) 827-2447
careers.ucr.edu