Networking

- Having a solid resume is great, but if you want to stand out more, you need a personality to accompany it. Having personal connections will set you apart.
- Networking is the art of making and utilizing contacts through creating long-lasting and mutually beneficial relationships that will help propel your professional career.
- Effective networking is not asking people for a job. Instead, it is focused on exchanging information where both parties have an opportunity to benefit.

Who do I network with?

- A networking opportunity can arise at any moment, it is up to you to recognize it when it comes and seize the opening.
- Students may find opportunity to network with:
  - Previous Employers
  - Clubs and Professional Organizations
  - Professional acquaintances
  - Relatives
  - Friends
  - Alumni & Faculty

Sample questions you can ask

- What does a typical workday for you entail?
- What are the major responsibilities and specific duties of your position?
- How would you describe your work environment?
- How did you find your job? How do most people enter this field?
- What do you like most about your job? What would you change?
- Are there any professional groups in the field that you would recommend?
- What advice would you give someone who is thinking about entering the field?

Remember

- Always send a thank you note after your meeting
- Wear proper business attire
- Adhere to time schedules
- Inquire about information, not a job

Tips for effective networking

To be successful at networking you must think outward rather than inward, focus upon understanding the person with whom you are engaging while reaching out for valuable referrals not just the quick connection. Following this five rules will help stand out and make that connection that may land you your next job.

1. **Small Talk.** This is what usually helps break the ice. You can start by discussing the weather, complimenting someone’s outfit, or commenting on where you are. After you make an initial contact with a person you can move into a detailed discussion about careers.

2. **Don’t say “just.”** Using statements such as “I’m just a student” or “I’m sorry to interrupt, but…” you are putting yourself below others. It tells everyone to stop listening to you before you have even begun. Instead try, for example, “I’m a student at St. John’s University.” It’s much more impressive.

3. **Get out there.** If you don’t meet people, you can’t start networking. Go to as many social events as possible.

4. **Always follow up.** It is important to send an email to whomever you met that night to keep them in your network.

5. **LinkedIn.** LinkedIn is lauded as the professional social network. Too many students make the mistake of thinking they can avoid LinkedIn until after college, but the smart move is to use it now to track the network you’re building.
Opportunities to network through University Career Services

The Shadowing Experience
- Offered every Spring semester, the Shadowing Program is targeted to freshman and sophomore students aimed at gaining experience with a professional in their field of interest.
- During a successful Shadowing Experience, students will:
  - Learn what a typical workday is like.
  - Explore opportunities available at the organization.
  - Utilize networking skills to forge new relationships.

Count On Alumni for Career Help (COACH)
- Accessible through LinkedIn, the COACH program allows you to search for alumni of the university by major, industry, or field.
- These individuals have volunteered to provide students and alumni with career advice.
- Similar to networking in general, these resources are NOT used to ask for jobs, however serve as great sources of firsthand information and insight into specific fields of interest. This should help you:
  - Determine whether a career, industry, or company matches your skills, interests, and expectations.
  - Gain “insider tips” on organizing your job/internship search and breaking into your chosen career field.
  - Receive industry specific advice on resumes, interviews, and career advancement.
  - Become more familiar with the career options for someone in your major.

On Site Employer Visits
- University Career Services coordinates several On Site Employer Visits each semester to help students network with alumni and employers, learn more about specific career fields and get experience interacting with professional at their company.
- Students can use this opportunity to:
  - Develop relationships with St. John’s University’s vast and diverse network of employers.
  - Open themselves up and learn about various jobs and career fields available to them.
  - Get a better understanding of the professional environment of certain companies.

LinkedIn
LinkedIn is by far the most important social network to reach out to employers and connect with professionals in general. The network allows you to build relationships, establish thought leadership, generate leads, gain insights, conduct market research, improve reputation and build online communities.

Why is this Important?
- 85% of employers say that a positive online reputation influences their hiring decisions
- LinkedIn is a great way to brand yourself online to potential employers.
- It allows you to showcase your experience and activities;
- Connect and network with colleagues, classmates, alumni, friends and employers;
- Join groups based upon industry and interest and follow organizations and find out who works there and who is hiring
- Search for jobs and internships.

Visit us at Chiang Ching Kuo Hall (CCK) or contact us at (718) 990-6375, careers@stjohns.edu.