

Networking



SAN DIEGO STATE
UNIVERSITY

Job Market Facts

- Before posting a job, 72% of employers will look at internal resources first (Career Builder study)
- Referred applicants are 5 times more likely than average to be hired, and 15 times more likely to be hired than applicants from a job board (Jobvite)



SAN DIEGO STATE
UNIVERSITY

Career Services
Division of Student Affairs

How do they hire?

*Fresh statistics on sources of hire
(where is the hidden job market?)*

	CareerXRoads (2014)	Silk Road (2015)
Referrals	24 %	24 %
Career site	17 %	12 %
Job boards/aggregators	18 %	31 %
Recruiting agency	4 %	13 %
Direct source	9 %	n/a
College	8 %	n/a
Others	20 %	20 %

*Online
candidates*

www.resumehacking.com

It's important to network and make yourself known to recruiters



SAN DIEGO STATE
UNIVERSITY

Career Services
Division of Student Affairs

What is Networking?

- Getting connections and building relationships
- Establishing ties with professionals who will learn about your qualifications and goals
- It involves:
 - Meeting people or talking to known people
 - Sharing/gathering information
 - Self-promoting/marketing/branding



SAN DIEGO STATE
UNIVERSITY

Career Services
Division of Student Affairs

Getting Prepared

- Identify your qualifications/goals and learn to articulate them
- Understand the labor market and job outlook
- Locate employers and people in your area of interest
- Prepare questions/business cards to obtain information and to make connections

NOTES:

- Most likely no single job will utilize all of your skills
- May need to target a field that will satisfy some of your needs
- A large share of jobs are available through small businesses
- Try to be flexible



SAN DIEGO STATE
UNIVERSITY

Career Services
Division of Student Affairs

Networking Tips

- Know your purpose for networking
- Do your homework
- Listen and respect your contact's time
- Get permission to use their name
- Don't be pushy or act desperate
- Be positive and don't criticize anyone
- First impressions count: dress professionally, smile, give a firm handshake and thank them for their time!



SAN DIEGO STATE
UNIVERSITY

Career Services
Division of Student Affairs

A Brief Commercial



- Introduce yourself
Your name/major
Something memorable?
- Relate your qualifications and interests to the targeted job/industry
Your qualifications and interests
- Define your goals
- Ask for information/help/next step?



SAN DIEGO STATE
UNIVERSITY

Career Services
Division of Student Affairs

The Most Effective Connections

- Give you advice, information, or referrals
- Tell you about specific job openings
- Introduce you to people with hiring power
- Can hire you themselves

Be prepared to make “cold” contacts.

Connecting with the “right person” may mean “being at the right place at the right time.”



SAN DIEGO STATE
UNIVERSITY

Career Services
Division of Student Affairs

Potential Contacts

- Recruiters
- Current and former employers
- Parents, relatives, friends and classmates
- Alumni and professors
- Fraternity Brothers/Sorority Sisters
- Professional Organizations/Chamber of Commerce Members
- Referrals from networking



SAN DIEGO STATE
UNIVERSITY

Career Services
Division of Student Affairs

Ways to Connect

- Attend career fairs, information sessions, Aztec Mentor Program (AMP) and other events to connect with recruiters
- Get involved in professional associations and organizations
- Identify companies and professionals through Aztec Career Connection and other sources
- Volunteer to build relationships and showcase your skills
- Write targeted letters to hiring managers
- Develop a profile in LinkedIn and other sites
- Schedule informational interviews (see next slide)



SAN DIEGO STATE
UNIVERSITY

Career Services
Division of Student Affairs

Informational Interviews

- An effective way to meet people in your field of interest.
- An opportunity to gather information helpful for your job search.
- These interviews are arranged with professionals who can provide information or can refer you.



SAN DIEGO STATE
UNIVERSITY

Career Services
Division of Student Affairs

Requesting Informational Interviews

- **Be considerate of their time, and mention your connection to them**
 - *"Hello, Ms. Smith. My name is John Walker. Pete Peterson suggested that I call you. Do you have a few minutes right now, or is there a better time for me to call?"*
- **Refer to your background**
 - *"I just obtained my bachelor's degree from SDSU and I am researching Technical Support careers in the Orange County area."*
- **Ask to meet with them**
 - *"I'm interested in using my (specific) academic background in a (specific) field. Could I meet with you some time in the next week or two for about 20 minutes?
I'd like to ask for some information and advice, and I'm hoping that you can help me gain insights into the profession."*
- **Don't Ask for a Job** (this is an informational interview)



SAN DIEGO STATE
UNIVERSITY

Career Services
Division of Student Affairs

Informational Interview Questions

- What is the most/least satisfying aspect about your job?
- How did you obtain your position?
- What can I do to break into this field?
- How can I make myself a stronger candidate?
- Do you know someone who can use my qualifications?
- Can you suggest anyone else I might contact?



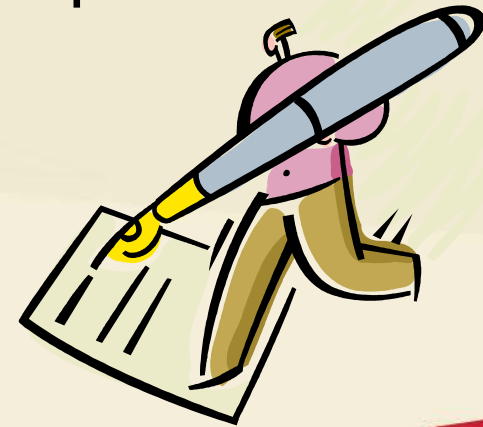
SAN DIEGO STATE
UNIVERSITY

Career Services
Division of Student Affairs

Etiquette Tips

- Send a “thank you” card right after your meeting
- Use proper email/phone etiquette
- Be ready to reply promptly to emails/calls
- Offer and be ready to assist others (“give back”)
- Stay in touch and keep them updated

*Handwritten cards
are the Best!*



SAN DIEGO STATE
UNIVERSITY

Career Services
Division of Student Affairs

Keeping Track

Manage your contacts effectively:

- Keep a log
- Save business cards (w/notes)
- Use a system to organize them
- Follow up



SAN DIEGO STATE
UNIVERSITY

Career Services
Division of Student Affairs

Network Contacts List Sample

Date	Company & name of contact	Phone	E-Mail	Address	Response	Follow up date & response	Follow up	Follow up
5/14/13	XYZ Troy Graves	(619) 123- 3009	graves @xyz. Com	501 Washin gton Pl. SD 92990	Call back by 6/1	6/2/13 sent copy of revised resume		



SAN DIEGO STATE
UNIVERSITY

Career Services
Division of Student Affairs

Keep at it!

Be persistent and stay strong – Follow up!

The greater the number of contacts and interviews you have,
the more potential for job opportunities you'll have.

37 percent of workers polled by Robert Half International said the biggest mistake people make when networking is not asking for help

**Hint: Start your job search process early!
Searching for a job is a full-time job.**



SAN DIEGO STATE
UNIVERSITY

Career Services
Division of Student Affairs

Career Services



Office Hours:

Mondays-Fridays 8 am - 4:30 pm

Walk-ins (Fast 15) Hours:

Mondays–Thursdays 1 - 2:45 pm

Fridays 10 - 11:45 am

Location:

SSE-1200

Phone:

(619)594-6851

Follow us



**SAN DIEGO STATE
UNIVERSITY**

Career Services
Division of Student Affairs