

JOB SEARCHING 101:

Network Your Way to a Job



CAREER
DEVELOPMENT CENTER

Today's Agenda

- ❖ Networking for an effective search
- ❖ What is networking?
- ❖ How can you expand your network?
- ❖ Career Conversations
- ❖ Review Action Steps

How would you answer:

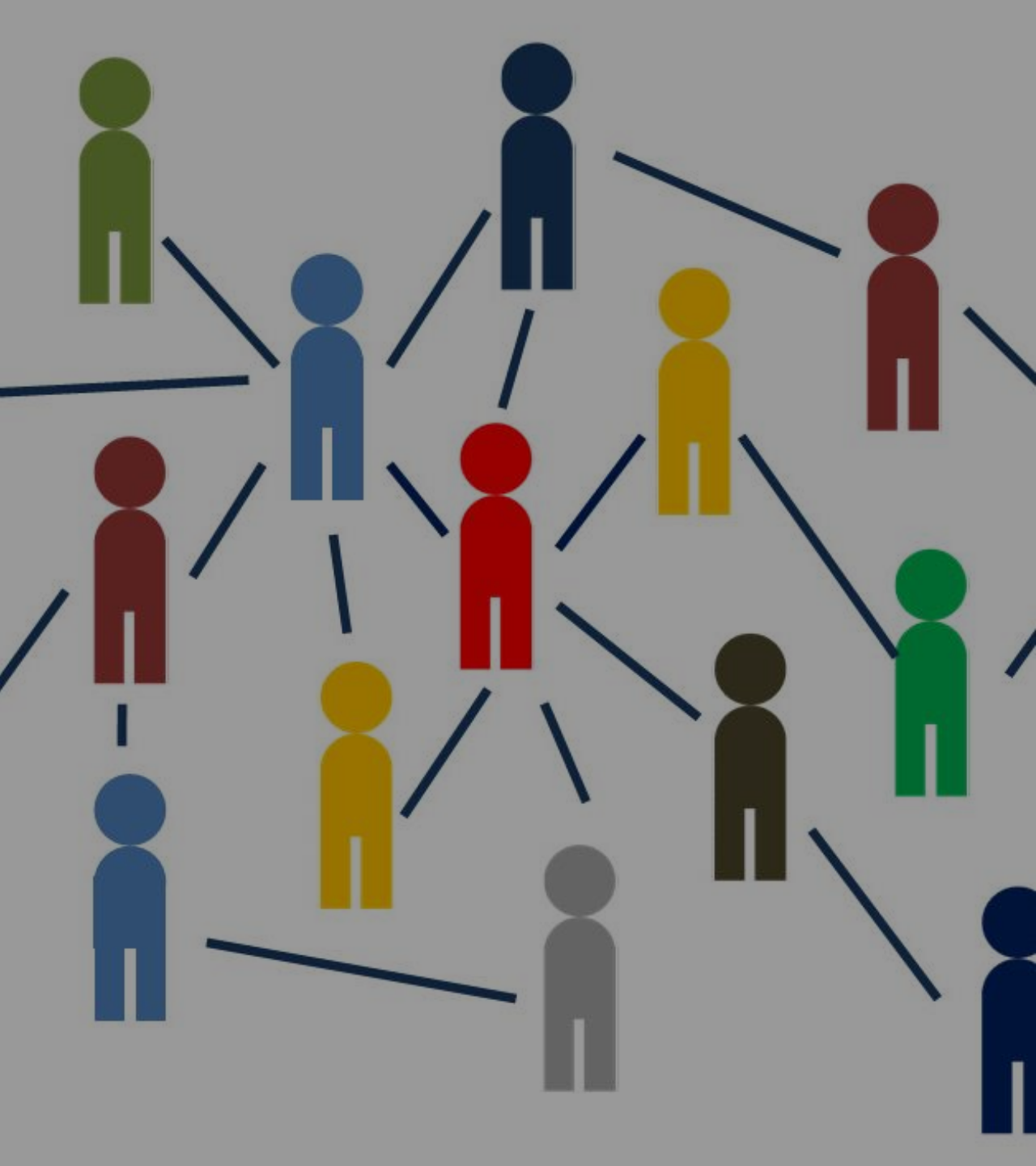
"How can I get
employment search
advice from a company
I want to apply to?"

"Where can I find
employment
opportunities?"





Your Network is #1!
Then there are job
boards, specific
company websites!



**What do you find
challenging about
networking?**

5 Myths about Networking!

1

The more contacts you have the better

2

You need to know your career plan to do it

3

Introverts are at a disadvantage

4

It should be done in-person

5

Networking only works when it gets you a job

THE BONES OF NETWORKING



“Networking is not only a skill, but a mindset.”

Three bones to networking:

☐ Wishbone:

- Your goals and aspirations
 - What career goals do you have? Who can you help?

☐ Jawbone:

- Competency – “Do you know what you’re talking about?”
 - Research the professional, position, department, company/organization, career industry
- Humility – the (51:49) approach to relationship building when networking

☐ Backbone:

- Persist opportunities
 - You may face rejection or no responses, but explore all available opportunities; maintain resiliency

Networking

Effectively

Meaningful networking happens when we connect with others with a purpose, or to achieve a goal. A part of effectively networking is to be intentional for what do you want to accomplish when building a relationship!

- Network effectively by:
 1. Setting goals –
 1. What would you ultimately like to achieve?
 2. Creating awareness –
 1. Who can you connect with?
 2. What do you have in common?
 3. Can you envision ways in which you both can achieve shared goals?
 3. Assistance –
 1. How can you help them?
 2. What can you share?
 4. Gratitude –
 1. What value do you see in them?
 2. Have you shown value to them?
 3. Have you made efforts to keep the connection open?

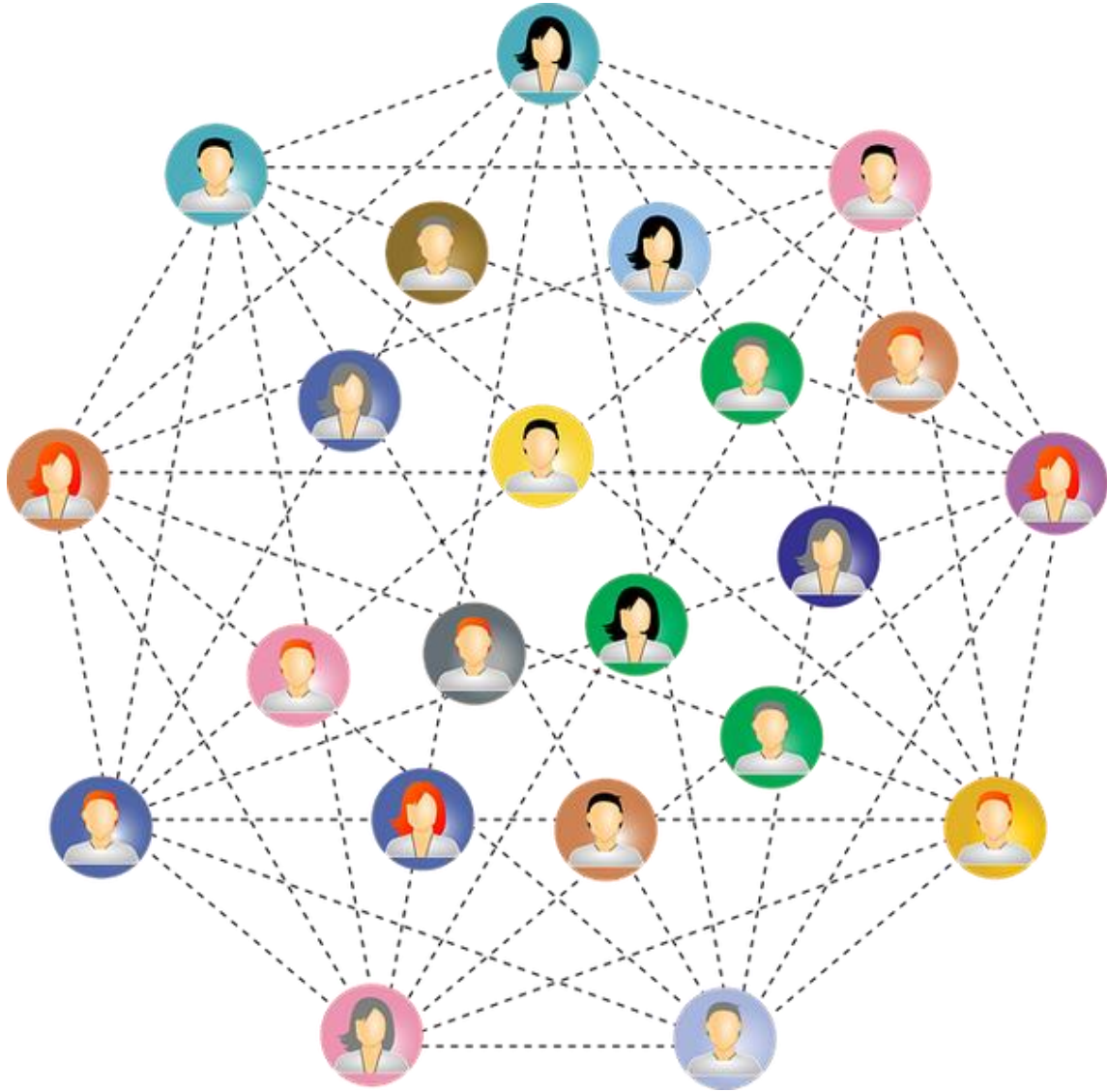




Discussion:
What did Fedhii do in order to network his way to a job?

Fedhii's Networking Journey...





**If you were to do
some networking
this week, who
would you reach
out to?**

Embrace Your Current Networks!



You already have huge network!

Friends & Family



Faculty & Staff



Student Organizations



Employers

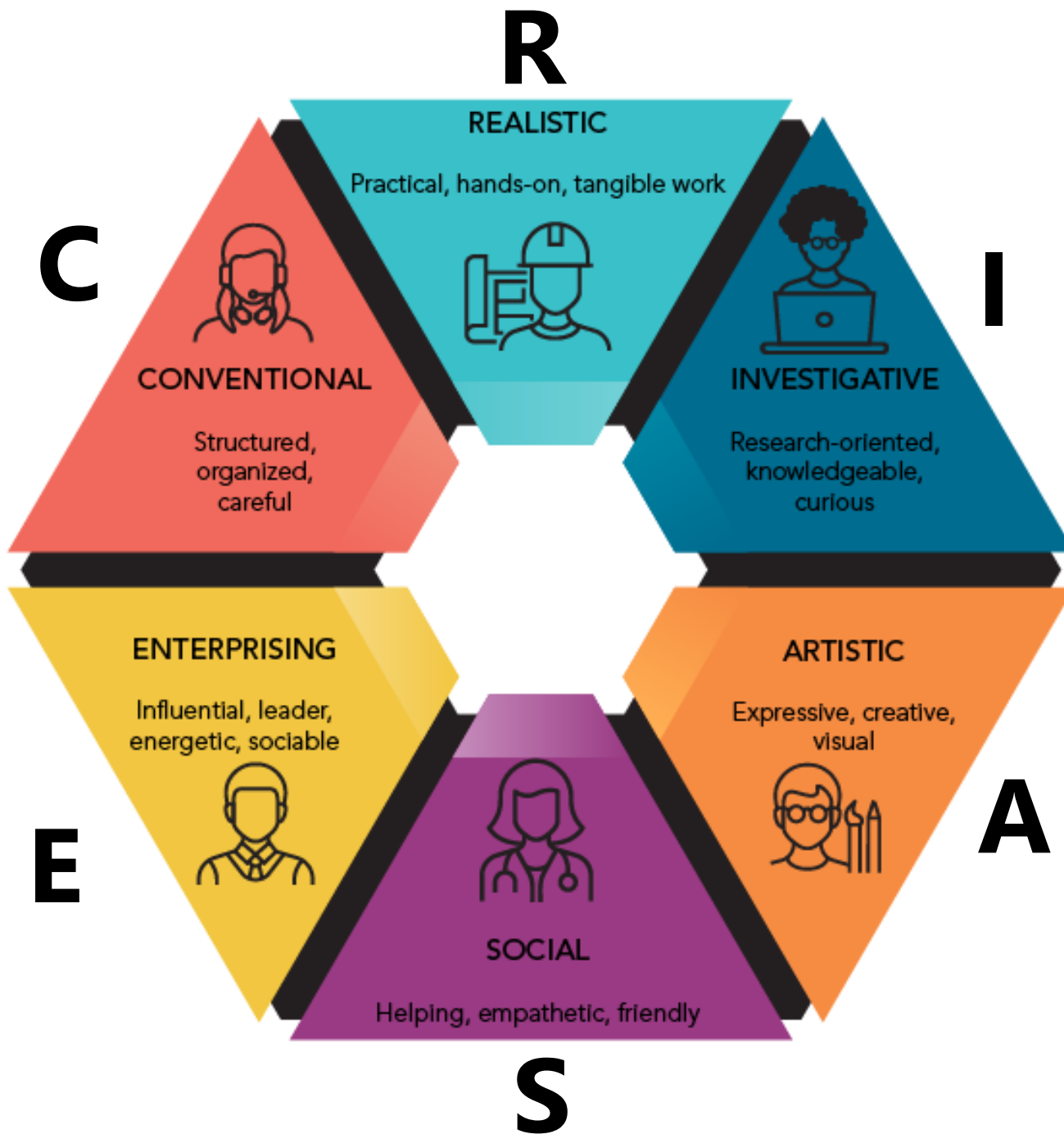


Alumni



Local Community





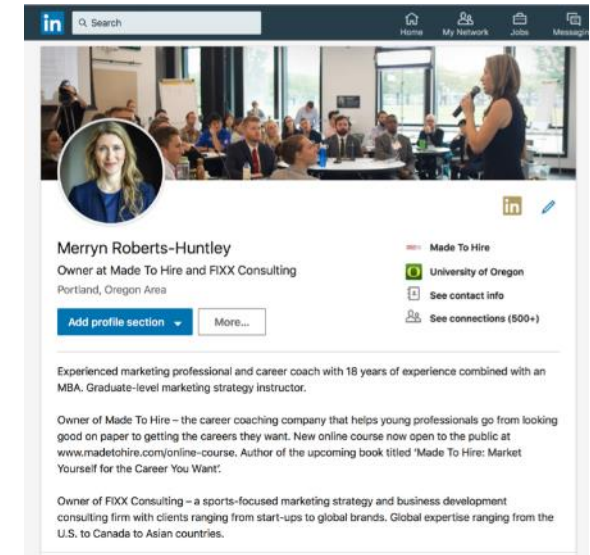
What's your 2 or 3 letter Holland Code?

A I
A I S

How can we use our Holland Code to expand our network?



The screenshot shows the O*NET OnLine homepage. At the top is the O*NET OnLine logo and a search bar labeled "Occupation Quick Search:". Below the logo is a navigation bar with links: Help, Find Occupations, Advanced Search, Crosswalks, Share, and O*NET Sites. The main content area features a large banner with a construction crane and the text "Build your future with O*NET OnLine." followed by a welcome message and a "What is O*NET?" button. To the right of the banner is a "What's New?" section with a "Learn More" button. Below the banner is an "Occupation Search" section with a search bar and a "Find Occupations" button. To the right of the search bar is a "Crosswalks" section with a "Connect" button. At the bottom right is a "ATTN: VETERANS" section with a "Get Started" button.



The screenshot shows a LinkedIn profile for Merryn Roberts-Huntley. The profile includes a profile picture, a cover photo, and a bio. The bio states: "Experienced marketing professional and career coach with 18 years of experience combined with an MBA. Graduate-level marketing strategy instructor." The profile also lists her current role as "Owner at Made To Hire and FIXX Consulting" and her location as "Portland, Oregon Area". There are buttons for "Add profile section" and "More...". The profile has 500+ connections.

How to Reach Out to New Connections

Most opportunities are not listed, you find out about them through your network!

Networking Strategies

- Create LinkedIn and Cal State LA Handshake account to connect with professionals and alumni to start conversations and explore career pathways
- Participate in employer events and info sessions
- Conduct career conversations to learn insider information about what companies look for in an applicant and on application materials
- Attend seminars and conferences specific to your desired industry



Effective Networking On LinkedIn Includes...

Meet new people in your area of career interest – connect with a mentor, who could be a Cal State LA alum

Ask questions about careers, companies – initiate career conversations

Explore career paths of people who studied the same major

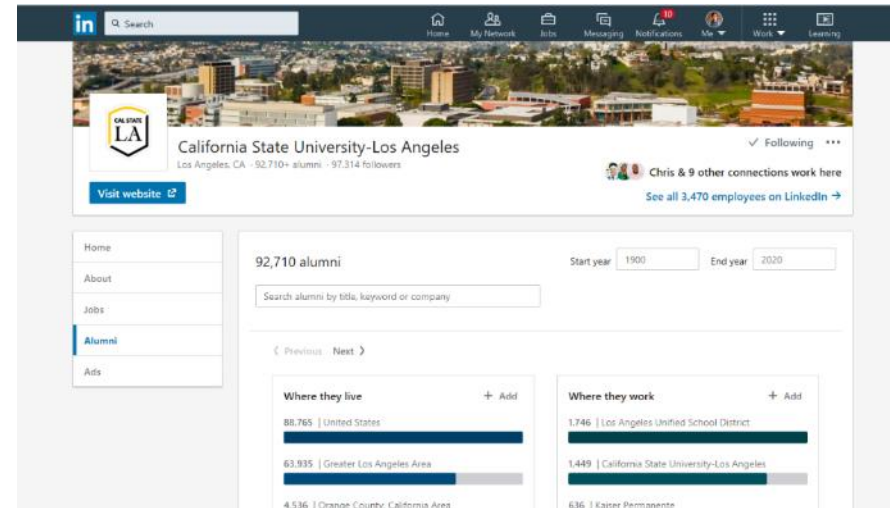
Connect with company insiders – job search networking

Stay informed about latest industry trends and news – sharing


Remember: Networking is about learning and sharing.

Seek Cal State LA Alumni to Connect With

Alumni feature on LinkedIn



Alumni Association Mentor Program

ALUMNI ASSOCIATION

HOMESTUDENTMENTORFAQSSIGN IN

Student Information

The Cal State LA Alumni Mentoring Program

As a Cal State LA student, you now have access to a powerful online and in-person network of diverse mentors. Joining and engaging with the Alumni Mentoring Program can help you build connections with alumni and non-alumni professionals, both local and global; with Cal State LA faculty and staff; and even with fellow students, both undergraduate and graduate.

At the same time, the Alumni Mentoring Program can provide an opportunity for mentors to make a positive difference in students' lives and careers by sharing career advice, networks and their own success stories.

Getting involved in the Cal State LA Alumni Mentoring Program can:

- Spark career-related conversations between you and the larger Golden Eagle community.
- Give you an opportunity to seek knowledge and advice from experts.
- Allow you to explore career fields.
- Build professional networks with contacts from around the world.

How do I get started?

1. Click "Join Our Community!"
2. Complete your profile using your MyCalStateLA ID.
(Failure to use your MyCalStateLA ID will result in registration delays).
3. Start exploring the Cal State LA Alumni Mentoring Program, asking questions, and selecting mentors!
4. Still have questions? Check out the FAQs page.


Email alumnimentoring@calstatela.edu for platform related inquiries.

Two ways to participate!

FLASH MENTORING

Have a quick question about a certain career field? Need some speedy networking advice? Flash mentoring is for you! Flash mentoring is one-time or short-term mentoring, consisting of brief in-person or online meetings with a variety of mentors. Upon completing registration, you can begin participating in Flash Mentoring immediately by reaching out to alumni on the platform.

Mentoring Platform - People Grove


ALUMNI ASSOCIATION

HOMECOMMUNITYCAREER PATHSPATHWAYSJOBSRESOURCES

Q Search Industries Topics Location More Filters Clear AllSet Search Alerts

Active Users (2703)Online Users (17)Card View


People who are online now or have been recently onlineView all



Yvette Sanchez

Things that drive Yvette


Achieving goals



Phil Scanlon

Things that drive Phil

Learning new things



Oscar Bautista

Things that drive Oscar

Working independently

How to have a Career Conversation

1

Reach out to professionals you have a connection to

2

Send a brief email requesting to ask them a few questions about their job

3

Setup a virtual meeting or phone call

4

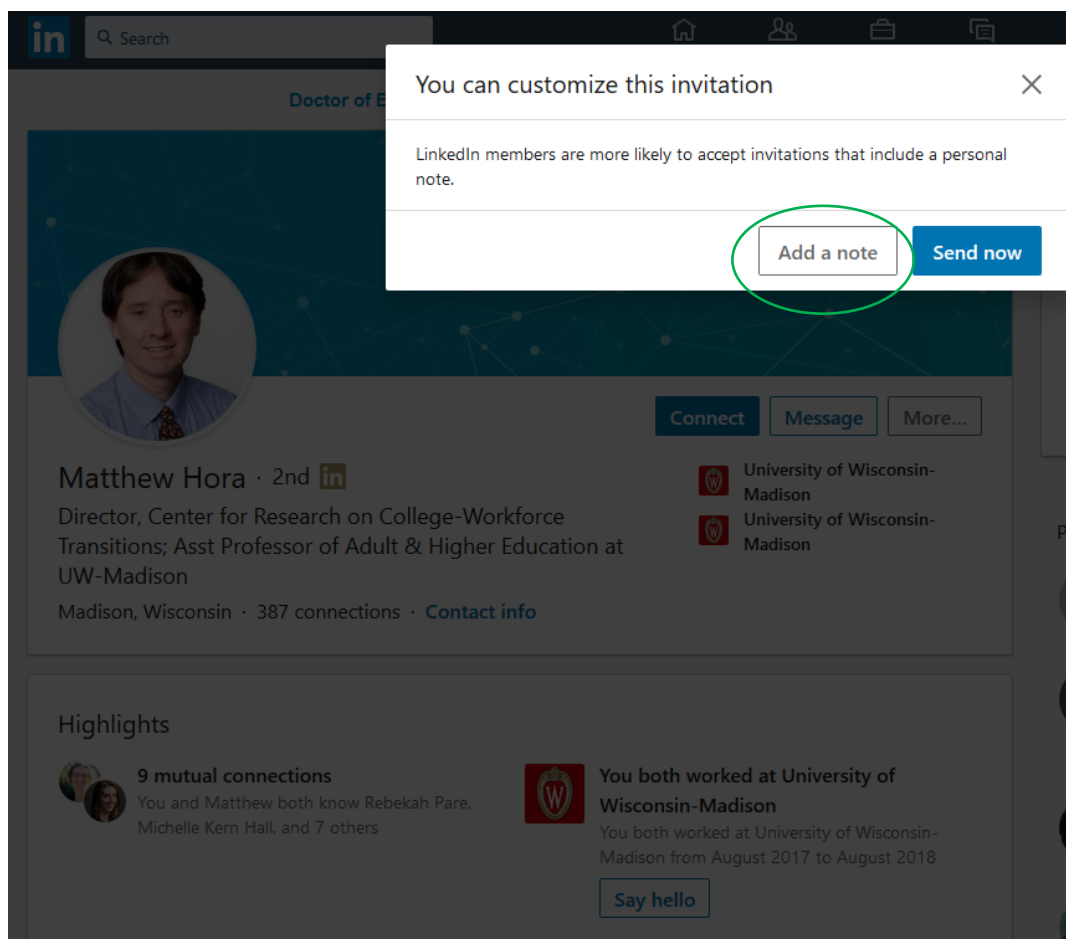
Prepare questions to ask

5

Thank them and return the favor

Linking Virtually -

Request to Connect!




The screenshot shows a LinkedIn profile for Matthew Hora, Director at the University of Wisconsin-Madison. A modal window titled "You can customize this invitation" is open, allowing the user to add a personal note. The "Add a note" button is circled in green. Below the modal, the profile shows 9 mutual connections and a shared work history at the University of Wisconsin-Madison from August 2017 to August 2018.

You can customize this invitation

LinkedIn members are more likely to accept invitations that include a personal note.

[Add a note](#) [Send now](#)

Matthew Hora · 2nd 
Director, Center for Research on College-Workforce Transitions; Asst Professor of Adult & Higher Education at UW-Madison
Madison, Wisconsin · 387 connections · [Contact info](#)

[Connect](#) [Message](#) [More...](#)

Highlights

9 mutual connections
You and Matthew both know Rebekah Pare, Michelle Kern Hall, and 7 others

You both worked at University of Wisconsin-Madison
You both worked at University of Wisconsin-Madison from August 2017 to August 2018
[Say hello](#)

Invite Matthew to connect

Build a quality network by connecting only with people you know.

Message (optional)

Hi Matthew,

I attended your webinar yesterday on analyzing research data. It was so insightful! Thank you so much for showing us all those Microsoft Excel tricks. I'd love a chance to ask you a few more questions about the data analytics job market right now. If possible let's talk soon.

7 / 300

PREMIUM

Don't know Matthew? Send an InMail with Premium to introduce yourself. More people reply to an InMail than a connection request.

[Try Free for 1 Month](#)

[Cancel](#)

[Send invitation](#)

LinkedIn Connection Request Templates



CONNECTING THROUGH EMAIL

Cold emailing is what you send to establish a new connection!

☐ Some tips for networking email success are:

1. Get an introduction
2. Write compelling subject line
3. Do your research
4. Mention things (values/interests/skills) that you have in common and how you can contribute
5. Compliment their work
6. Be concise
7. Follow-up respectfully

[How to Write a Networking Email That Gets a Response \(With Templates\)](#)





Keep the convo going
with insightful
questions!

Ask Insightful, Open Questions...



- ☐ **Open-ended questions** are questions that attempt to make the person who is answering the question give a more detailed and elaborate response.
 - Answers that require more than a short, fixed response - avoids definitive answers like “Yes.”, “No.”, “Somewhat.”

Closed Ended

-  ☐ Are you happy with your experience with the organization?
-  ☐ Is there training that is needed to be in your job position?



Open Ended

-  ☐ How would you describe your experience the organization?
-  ☐ What kind of training is needed to be in your job position?

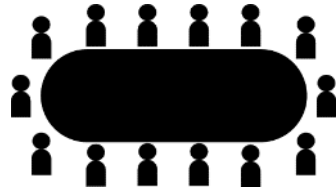
...And Ask Questions for Your Professional Development!



Career Paths

What kind of prerequisites are needed for advancement in your industry? (trainings, certifications, etc.?)

What kind of advancement opportunities are available at your organization?



Nature of the Job

Can you tell me more about the workplace culture of the organization?

What does a typical day look like working at your company?



How to Prepare

What are the top qualities you seek in an employee?

What kind of experiences do you like to see on your candidates' résumés?



Hiring Procedures

What is the best way to apply to positions at your organization?

What advice do you have for interviewing with your company?

LinkedIn Learning Courses

Available in your MyCalStateLA portal!

- As an example, search “professional networking”

The screenshot displays the LinkedIn Learning interface for the course "How to Network When You Don't Like Networking". The course title is at the top, followed by the subtitle "Work with your natural temperament". A bookmark icon and the number "50,785" are visible next to the title. Below the title, a "587 active" badge is shown. The left sidebar contains a "Contents" menu with a list of video segments, each with a duration and a bookmark icon. The main video player area shows a dark background with the text "HOW TO NETWORK WHEN YOU DON'T LIKE NETWORKING" and a play button. The video progress bar at the bottom indicates the video is at 0:11 / 2:29. The bottom navigation bar includes tabs for "Overview", "Q&A", "Notebook", and "Transcript".

Contents

- 1. How to Network When You Don't Like Networking
 - Work with your natural temperament 2m 29s
 - Contrasting introverts and extroverts 2m 58s
 - Feel free to eat alone 1m 11s
 - Avoid messes from food and drink 1m 24s
 - Arrive early, get oriented, and help out 2m 36s
 - Don't monopolize people or conversations 58s
 - Ask positive, open-ended questions 1m 12s
 - Pause to take notes for follow-up 41s

How to Network When You Don't Like Networking
Work with your natural temperament

50,785 | + | ↗

587 active

HOW TO NETWORK
WHEN YOU DON'T LIKE NETWORKING

Play

0:11 / 2:29

1x CC Settings Speaker Full Screen

Overview Q&A Notebook Transcript

Action Steps

- ☐ Talk to someone in your existing Network
(Cal State La & local community)
- ☐ Learn about occupations that relate to your Holland Code on ONET
- ☐ Expand your network on Handshake and LinkedIn
(send a message and connect)
- ☐ Request to do an informational interview with someone
- ☐ Join the Alumni Mentor Program

JOB SEARCHING 101: *Network Your Way to a Job*

Wednesday, June 23
2 – 3 p.m.



Any Questions?