



# NETWORK LIKE A PRO

CAREER DEVELOPMENT & ALUMNI ENGAGEMENT, CSU CHANNEL ISLANDS



# WHAT IS NETWORKING?

## Networking is:

- Cultivating and maintaining relationships
- A mutual exchange of information, advice, and support
- Beneficial for both parties

## Networking is NOT:

- Schmoozing
- Bothering or pestering
- Using other people for your personal gain
- Asking for a job



# WHY NETWORK?

- You will learn about your industry, its future, and its challenges
- You might find a mentor
  - Getting insider tips can be invaluable
- You may hear about job or internship opportunities that are not public yet
- ***70-80% of positions are filled via word of mouth/referrals***



# 3 BONES OF NETWORKING

- <https://www.youtube.com/watch?v=4OTPJZnBP8s>



# DO YOUR HOMEWORK

- Research the Industry:
  - Do a Google search of professional associations for your industry
  - Join industry-related groups on LinkedIn
- Research Companies:
  - Visit company website
  - Follow your desired company on LinkedIn
    - Are any CI grads employed there? Use the [LinkedIn Alumni tool](#) to find out!
    - Do you have any connections who work there?
  - Read reviews on Glassdoor.com
  - Look up news articles, press releases, and social media pages

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There's a lot of conversation now about preferred pronoun use. It's a conversation we're having here at Amgen too. We kicked off a conversation organized by our PRIDE Employee Resource Group at our headquarters based in Thousand ...see more

**WHAT ARE YOUR PREFERRED PRONOUNS?**

0:03 / 0:15

Life At Amgen

Learn more

Community Hashtags

- #amgen 891 followers
- #lifeatamgen 186 followers
- #amgncareers 68 followers

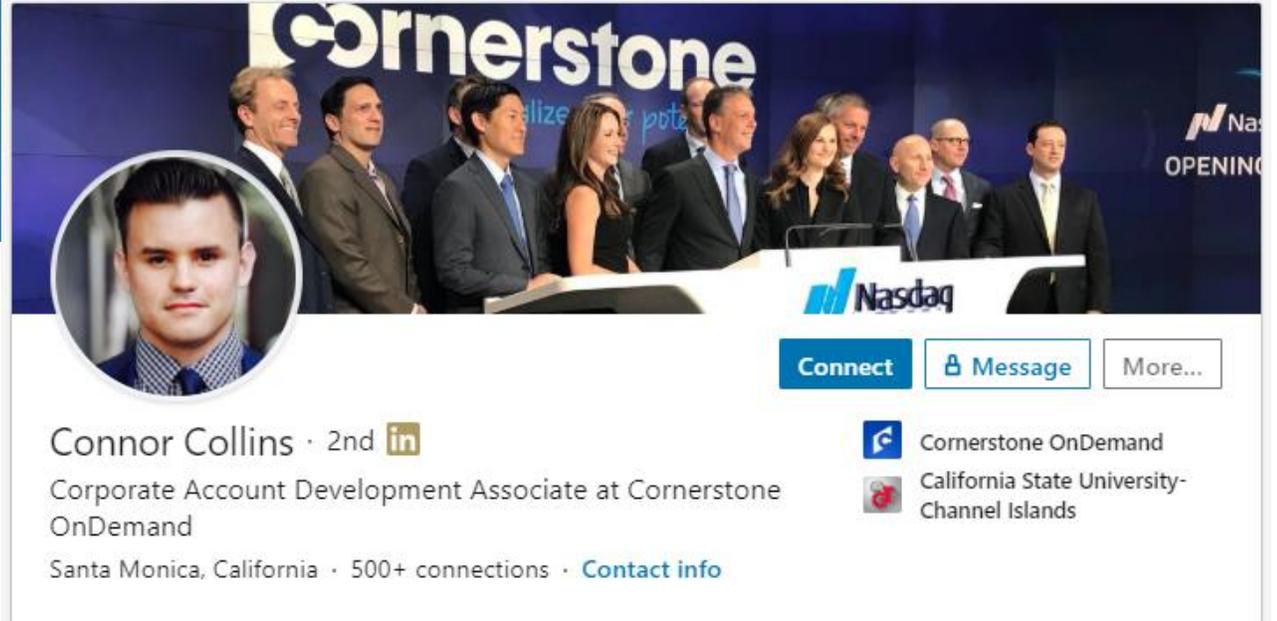
## WHEN RESEARCHING A COMPANY, FIND OUT...



- What does the company make/do?
- Who are the leaders and why was it started?
- How does it stay ahead of competitors?
- What mantras or values does the company live by?
- Where are they located/headquartered?
- What position or department appeals to you and why?
- Are there open positions/internships posted on the company website?

# RESEARCH EMPLOYEES

- For each company you're interested in, look up 3-4 LinkedIn profiles for their employees
  - Review their education, work history, volunteer positions, professional associations, etc.
  - What do you have in common with them?
- Get familiar with their job duties, technology they use, current projects, accomplishments, etc.
- Look for themes across employees



The image shows a LinkedIn profile for Connor Collins. At the top is a banner photo of a group of people at a podium with 'Cornerstone' and 'Nasdaq' logos. Below the banner is a circular profile picture of Connor Collins. To the right of the profile picture are buttons for 'Connect', 'Message', and 'More...'. The profile name is 'Connor Collins · 2nd in', followed by his current role 'Corporate Account Development Associate at Cornerstone OnDemand' and location 'Santa Monica, California · 500+ connections · Contact info'. To the right of the profile information are two education cards: 'Cornerstone OnDemand' and 'California State University-Channel Islands'.

## Highlights

 **87 mutual connections**  
You and Connor both know Melissa Rodriguez, Brandon Germain, and 85 others

 **You both studied at California State University Channel Islands**  
Connor started at California State University Channel Islands after you started

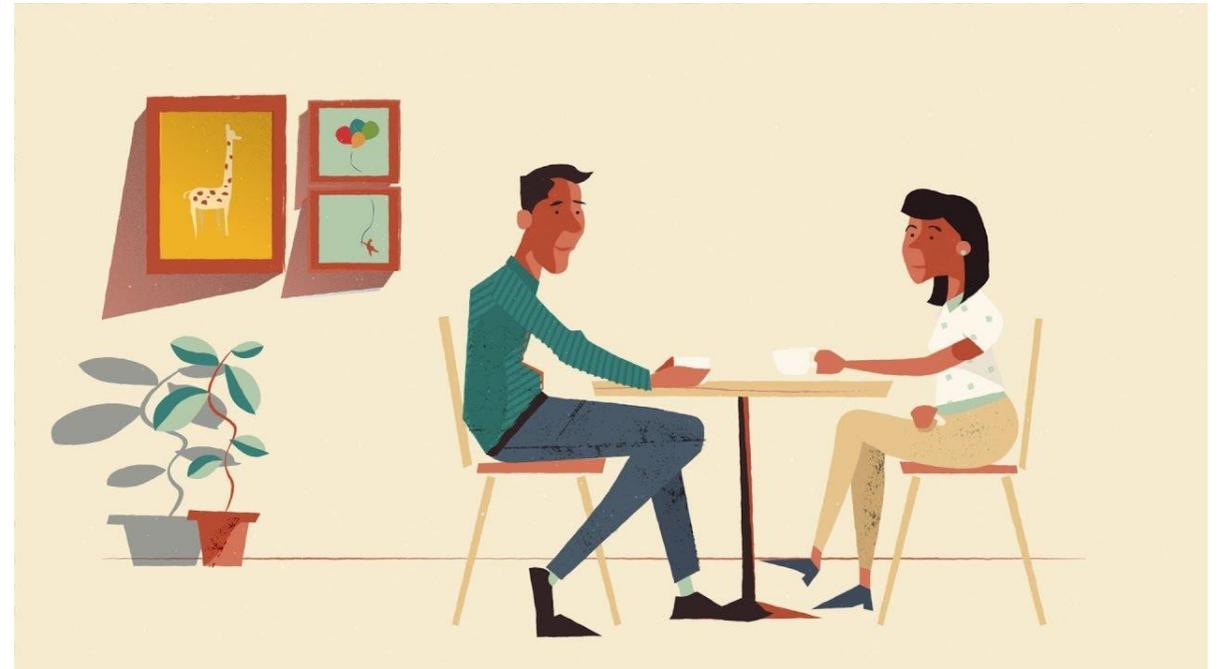
[Say hello](#)

## About

Connor Collins is a young professional based out of Los Angeles, CA. He graduated with a B.S. in Business from the Martin V Smith School of Business & Economics at CSUCI in 2016. Today, he works as a Corporate Account Development Associate for Cornerstone OnDemand (NASDAQ:CSOD) in Santa Monica, CA.

# START HAVING CAREER CONVERSATIONS

- An informational interview is a phone or in-person meeting that you schedule with someone who works in an industry or company you are considering
- Informational interviews can:
  - Help you decide if a field is right for you
  - Show you what skills are needed to improve your chances of getting hired down the road
  - Increase your comfort and confidence with interviews
  - Introduce you to a contact for future employment



# INFORMATIONAL INTERVIEWS

- Most informational interviews are 20-30 minutes long
- Be prepared with dates and times that you are available to meet with this person before you reach out (Remember: this is a favor, so be flexible)
- On the day of the informational interview, arrive on time and be ready to take notes
- Come prepared with 8-10 questions
  - Let the questions you brought serve as a guide – feel free to ask follow up questions or new questions throughout
  - Be respectful of their time (stick to the 20-30 minute limit unless they insist on speaking longer)



# WHO DO I TALK TO?



**A new kind of networking**

**Get the advice and mentoring you need to move your career forward**

**DOLPHIN CONNECT**  
Find your pod at [dolphinconnect.csuci.edu](https://dolphinconnect.csuci.edu)

- Identify which industry you want to work in, then create a bucket list of your preferred companies in that industry (aim for 15-20)
- Target individuals working at your top companies and/or in your desired industry
- Talk to CI alumni on [Dolphin Connect](#)
  - *Dolphin Connect, CI's online networking and mentoring community, has a message response rate of over 85%!*
- Ask professors, classmates, friends and family for contacts in your field of interest
- Utilize the [LinkedIn Alumni Tool](#) to find additional CI alumni who might be willing to offer career advice

# HOW TO REACH OUT (SAMPLE MESSAGES)

Dear David,

My name is Cynthia, and I'm a Communication major at CSU Channel Islands. Your career path is very inspirational to me: I don't know very many people who have worked in marketing at Google, Facebook, **and** Apple. As an aspiring marketer, I'd love to learn more about which skills you've used the most and what you'd expect from an entry-level employee in your department.

I'm sure you're busy, so even 20 minutes would be greatly appreciated.

Thank you,

Cynthia

Hi Ashley,

I came across your profile on Dolphin Connect while I was looking for people in Biotechnology. Your experience is really impressive!

I bet the jump from laboratory work to your current role as a Product & Supply Chain Manager wasn't easy. I would love to hear more about your journey and some of the challenges you faced.

I know you're busy, but if you'd be up to have a quick call, I'd be very grateful. If not, no worries at all. Either way, have a fantastic week!

-Jesse

# QUESTIONS TO ASK

- What surprised you the most about your current job?
- What kind of projects do you work on?
- What do you enjoy most about your job?
- What is the biggest challenge your team and company are facing right now?
- What are the most important skills I should develop to prepare for a career in [insert field]?
- Did you have a mentor who helped you in your career?
- What are you most proud of accomplishing?
- What's the best career advice you've ever received?
- What professional journals and organizations/associations should I be aware of so I can stay up to date on industry trends?
- What are typical entry-level positions for recent graduates in [insert industry]?
- What educational preparation would you recommend for someone who wants to advance in this field?
- If you could start all over again, would you change your career path in any way? If so, why?
- Do you have a favorite book or podcast you would recommend?
- What has inspired you lately/What are you excited about?
- **Always end on this one:** Can you recommend anyone else for me to speak with?

# BE READY TO ANSWER QUESTIONS, TOO

- What is something you are proud of accomplishing during your time at CI?
- What are you studying? Why did you choose to study [insert major]?
- Why are you interested in [insert industry]?
- Tell me about your favorite class project, internship, or volunteer experience.
- What has inspired you lately/What are you excited about?
- What are your strengths?



# MAKE YOUR CLOSING MEMORABLE & FOLLOW UP

- At the end of the informational interview, say:  
“Thank you for taking the time to talk with me today. I really enjoyed our conversation. May I contact you again if I have additional questions?”
- Send a thank you message within 24-48 hours of your conversation.
- Personalize each email you send.



## SHOW GRATITUDE (SAMPLE THANK YOU MESSAGE)

*Hi [Name],*

*It was so nice to speak with you today! Thank you for taking the time to answer my (many) questions and talk about what it's like at [Company]—it seems like an amazing place to work. I especially loved hearing about [something you enjoyed talking about].*

*I look forward to staying in touch as I continue [my job search/figuring out my next step]. I definitely plan on using your advice to [piece of advice that stuck with you].*

*Thank you again for your assistance.*

*All the best,  
[Name]*

# STAY IN TOUCH WITH YOUR CONTACTS

- Every 3-6 months, find a reason to connect with your contacts
- Don't only tap into your network when you need help
  - Recommend events, books, articles, or podcasts they might enjoy
  - Make quality introductions to people or organizations that could benefit them personally or professionally
  - Provide updates on your progress
- Try creating a communication calendar to keep track of your outreach



# BUILD YOUR SKILLS

- Watch tutorials on LinkedIn Learning (access through myCI portal)
- Become an officer in a relevant [club](#) on campus
- Do a Google search of professional associations in your industry and use their resources regularly
  - Examples: [PIHRA](#), [ComNetworkLA](#)
- Ask your professors about professional associations to join, journals to read, and industry-related conferences/events you could attend

The screenshot shows the LinkedIn Learning interface with search results for "Salesforce". The search bar at the top contains "Salesforce" and the results are sorted by "Best Match". There are 889 results. The left sidebar contains filters for Content by (LinkedIn Learning: 889, Your Company: 0), Type (Courses: 39, Videos: 850, Learning Paths: 0, Links: 0, Documents: 0, Learning Collections: 0), Level, Software, Subjects & Topics, Custom Tags, and Continuing Education Units. The main content area displays five video courses:

- Learning Salesforce** (VIDEO COURSE, POPULAR) by Christine Volden, Released Nov 25, 2016, 71,072 viewers. Thumbnail shows a contact card for Bob Smith.
- Salesforce: Dashboards** (VIDEO COURSE) by Christopher Matthew Spencer, Released Oct 17, 2017, 16,193 viewers. Thumbnail shows a dashboard with a gauge.
- Learning Salesforce Admin** (VIDEO COURSE, POPULAR) by Christopher Matthew Spencer, Released Dec 13, 2018, 10,210 viewers. Thumbnail shows a Salesforce interface with a table of leads.
- Salesforce Tips** (VIDEO COURSE) by Christine Volden, Released Apr 11, 2018, 14,657 viewers. Thumbnail shows a person holding a lightbulb.
- Learning Salesforce.com Development** (VIDEO COURSE) by Duard Lynn Davis, Released Dec 6, 2017, 14,395 viewers. Thumbnail shows code snippets.

At the bottom left, there is a footer with the LinkedIn logo and "LinkedIn Corporation © 2019".

# CONTACT US!

## **Career Development and Alumni Engagement**

Bell Tower 1548

805-437-3270

[career.services@csuci.edu](mailto:career.services@csuci.edu)

<https://www.csuci.edu/careerdevelopment/>

## **Walk-In Career Support**

Monday-Friday 9-5 (closed 12-1 for lunch)

