



MORAVIAN COLLEGE

The Art of Networking

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The Importance of Networking

5% of people obtain jobs through the “open” job market

24% through contacting companies directly

23% through agencies, firms and college career services

48% through referrals (word of mouth) which happens
through **NETWORKING!**

According to the U.S. Department of Labor



What is Networking?

Good networking requires taking the time to acquire and nurture relationships, showing a genuine interest in others and developing the ability to see the connection with the people you meet

It's **WHAT** and **WHO** you know!



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Networking Tool Kit

Resume and Cover Letter

Networking Organizer

Introduction

Questions prepared to ask

Share and gather contact information

Professionalism

Thank you letter

Contacts!



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Talk to Everyone You Know

Family Members

Friends

Professors

Career Center

Career Hound Mentors (Alumni)

Advisors (Clubs, Internships)

Coaches

Employers

Neighbors/Community Members

Fellow Classmates

Social Networks



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Networking allows you to...

Research various fields

Learn about graduate schools

Understand specific career fields

Learn about new trends in your field



Networking Etiquette

Be positive and enthusiastic

Keep it informational and do not ask for a job

Be respectful of their time

Always follow up with a thank you

Communicate professionally



Best Way to Start Networking

Informational Interviewing

(Interviewing for Information)

Gather key information about careers to help you in your career choice

Talk to people in the field to gather information
(not for the purpose of getting a job)



Conducting an Informational Interviewing

Identify the occupation you wish to learn about

Prepare for the interview

Identify people to interview

Arrange the interview

Conduct the interview

Follow up!



Sample Script for Contacting Alumni

“Hello, I am currently a sophomore English major at Moravian College. I found your alumni profile on our Career Hound career management system and noticed that you have experience related to the career path I am interested in learning more about. I would love to connect with you for an informational interview to hear your perspective.”

(Prepare your “elevator pitch” if in person)



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Informational Interview Questions

What do you do on a typical day?

How did you get your job?

How do you see the jobs in this field changing in the future?

Is there a demand for people in this occupation?

Who do you know that I should also talk to?

(See the Moravian College Career Guide for many more question examples)



Write it down

Keep track of your contacts

Name, Title, Organization, Position, Email, Phone

Place and Date of Contact

Few notes about your conversation

Be persistent but not pesty (contact once every 2 weeks)



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Attend Events

Student Alumni Networking Reception

Internship and Job Fairs

Professional Associations/Conferences



Summary

Be Prepared

(Informational Interviewing)

Be clear and concise

(Communication skills)

Be confident

(Body language)

Be professional

(Give the best impression)