

## **Networking Guide & Tracking Sheet**

Career, Mentoring, and Professional Development Center  
Shippensburg University of Pennsylvania  
career@ship.edu · www.ship.edu/career · 717-477-1484

---

### **What is networking?**

Networking is about gathering information and asking for advice. It is talking with people and creating relationships that are mutually beneficial. Networking is an ongoing relationship rather than an activity that has a particular start and end. It is also a way to learn about different career industries, occupations and job prospects.

Networking is not about asking for a job. However, it can result in getting hired. Do not ask directly if someone has a job or internship opening. The answer will most likely be “no.” Instead, have a conversation with them. Explain your passions and career goals and ask for suggestions and information. If you are polite and respectful of people’s time, you are not bothering them. People like to talk about themselves, their career, and give advice.

### **Why is networking important?**

Of all of the jobs available only about 25% are advertised. You can market or the other 75% of the jobs that are not advertised through the people you know.

### **With whom should I network?**

Anyone can be a networking contact; your friends, parents, faculty, staff, coaches, former supervisors, health care professionals, hair dressers, etc. Everyone you know might know someone who would be good for you to meet.

The Career, Mentoring, and Professional Development Center has **Raiders Connect**, a program with alumni, alumnae, and parents registered to help student learn about careers as well as find internships and jobs.

### **Preparing for Networking**

Identify what information about yourself you want people to know and practice delivering the information. Use the 30 second pitch guidelines to compose what you will say when you introduce yourself to a networking contact.

Also know what you want to learn from the people with whom you will meet. Research the person on the internet and with social media such as LinkedIn, Facebook, Twitter or Blogs.

### **30 Second Pitch**

Use this pitch when requesting a networking opportunity, in an interview when you are asked, “Tell me about yourself.”

#### **THREE PARTS:**

1. Who are you?
2. What are your major accomplishments/passions/unique skills?
3. What do you want/Where are you going?

## Brainstorming Networking Contacts

To begin networking, start with who you know. Think of your relatives, family friends, contacts at or through Shippensburg University and from previous employment. Your contacts do not necessarily need to be working in your field of interest, but they may know other people who would be valuable contacts for you.

### Relatives

---



---



---



---



---

### Family Friends

---



---



---



---



---

### Your Friends and Classmates

---



---



---



---



---

### Social Media (LinkedIn/Facebook)

---



---



---



---



---

### Contacts from Internship or Volunteering

---



---



---



---



---

### Professors

---



---



---



---



---

### Alumni/ae

---



---



---



---



---

### Other College Staff

---



---



---



---



---

## Networking Action Plan.

Develop a networking action plan and document this plan in the Networking Plan Worksheet. Begin by listing your career goal and the current member of your network. Next, identify what steps/actions you can take to enhance your network and specify when and how you will engage in these actions. Once you have engaged in these actions, summarize the outcome.

Goal: \_\_\_\_\_

Your Network: \_\_\_\_\_

Steps: What do you need to do?	Plan/Action: How and when will you do it?	Benefit/Result: What was the outcome of this action?