All About Networking in the U.S. for International Students

Anne V. Scammon, Managing Director
Learning Today

• What is the purpose of networking?
• How do I network?
• Should I practice?
• What are networking strategies?
  – Assess, research, communicate, pitch, social media, informational interviews, target/track
  Networking is difficult.
• Do I have to network?
Program Evaluation

• Check email for a link to evaluation or go.gwu.edu/ccsprogrameval
• Should take approximately 2 minutes
  – Professional Development
  – Marketing
  – About You
• Comments & Ideas
What is Networking?
Networking is . . .

- The process of meeting and sharing information with individuals and groups of people in your field of interest.
Purpose of Networking

Establish relationships

Research career and employment options

Find unadvertised jobs or discuss job search strategies

Identify skills/qualifications for careers/positions

Learn about company and organizational culture
Purpose of Networking

• Connect with others related to careers NOT a job or jobs
  – Gain information
  – Learn about careers/employment per targets
  – Research skills/qualifications for particular careers
  – Learn company work culture, org. structure or recruit
  – Identify information sources/referrals
  – Seek professional trends/professional association
Networking

- Making a connection for the future
- May lead to further contact
- May lead to a meeting
- May lead to an interview
- **Not asking for or receiving a job**
- Is an interaction, a connection, a discussion to share ideas, seek suggestions, advice, possible contact, business cards, a review of a resume
True or False?

- Most people know how to search for jobs.
- Employers control the job search. You have no influence in the search.
- The person who is hired for the job is always the most qualified.
- Networking is easy. Most do it easily.

• YES
• OR
• NO
True or False?

- Most people know how to search for jobs. **False!**
- Employers control the job search. You have no influence in the search. **False!**
- The person who is hired for the job is always the most qualified. **False!**
- Networking is easy. Most do it easily. **False!**
Is this networking?
S.H.E. (Smile+Handshake+Eye)

- Smile
- Handshake
- Eye contact
Build Your Network

- Family
  - Cousins
  - Neighbors
  - Club members
  - Alumni
  - Consultant contracts
  - Boards on which they sit
  - Other faculty colleagues

- Faculty
- Friends
  - Classmates
  - Roommates
  - Their families
  - Anyone else

- Former/Present Employers
  - Co-Workers
  - Professional Associations
  - Consultants
  - Vendors

- Their Colleagues
- Roommates
- Anyone else
Build Your Network

• Join student organizations and practice English

• Work part-time on campus to learn about U.S. workplace

• Intern off campus for semester or summer

• Confidently meet with employers at Career Fair

• Attend professional organization events
Build Your Network

- Connect with safe people you know
- Use known circles to reach more contacts
- LinkedIn
- GW Alumni
- Professional Orgs
- Professional Events
- Community, Campus Events
- Informational Interviews

Center for Career Services

go.gwu.edu/career services
Network Strategies

- Define networking
- Assess yourself, research employer options
- Create and articulate a plan
- Research employers
- Create contact list and track connections
- Network at events
- Do’s and don’ts of networking
- Using LinkedIn
- Manage your fear of networking
- Informational interviews
Plan to Network

- Assess your career strengths, interest, values, goals
- Explore organizations
- Analyze/target/match your interests/skills to jobs/organizations
- Prepare materials to match employer needs

You must have a plan!!

If you don’t know where you are going, how will you know if you have gotten there? Or worse, you may end up somewhere else.
Research Employers

- Business Week Online Company Research
  - Information about public and private companies.
- Glassdoor.com
  - Insider information on 100,000 companies, company salaries, reviews and interview questions.
- Hoovers Online
  - Industry information on private, public, IPO, subsidiary, non-US companies
- Vault Employer/Industry Guides
  - Free to GW students via GWork
- GoinGlobal
  - Company information and career/job search topics for over 25 countries
  - Free to GW students via GWork
- O*Net
  - careerservices.gwu.edu/explore-careers-industries
Create a Contact List

• People You Know
  – Personal Contacts
    • Family, Friends, Parents of Friends, Neighbors, etc.
  – Professional
  – Academic

• Online: LinkedIn, Twitter, Facebook
  – GW LinkedIn

• Contact employers directly
  attend professional association
  or trade show events/conferences
<table>
<thead>
<tr>
<th>Industry /Setting</th>
<th>Potential Employer</th>
<th>Name/Professional Contact</th>
<th>Title/Professional Contact</th>
<th>Position (Applied to ?)</th>
<th>Source</th>
<th>Info. Interview</th>
<th>Ideas, Themes, Trends, Follow up</th>
</tr>
</thead>
<tbody>
<tr>
<td>University</td>
<td>GW</td>
<td>Dr. Leo Chalupa</td>
<td>VP Research</td>
<td>No</td>
<td>GW Directory ; Prof X</td>
<td>Request Now</td>
<td>Seeking overview to industry, knowledge U options research</td>
</tr>
</tbody>
</table>
Professional Pitch

• The Pitch
  – May be up to two minutes
  – Smile, handshake, eye contact (SEH)
  – Brief introduction of yourself
    • Name, degree, major, grad date
    • Identify your career goals, your skills
  – Prepare to ask/answer questions
Pitch and Practice

**INTRODUCTION**
- Name
- Class year
- Major/program
- What are you interested in? (specific position, learn about field or company, identify summer internships?)

**IDENTIFY SELLING POINTS & CREATE 30-SECOND PITCH**
- Top skills and where you have demonstrated skills
- Top accomplishments
- Top leadership activities
- Class projects

**CLOSING**
- What do I want to request?
- Confirm next steps
- Request business card
- Thank you
Practice Answering

- What are you interested in?
- What do you want to do?
- How can I help you today/What can I do?
- Why this industry?
- Why did you chose major in _____?
- What do you do well?
- If you could do anything, what would it be?
- What are your career goals?
Informational Interviews

• Informational Interviewing is the process of engaging with individuals who have jobs or are in a field that interests you, or who may have information you seek.

• Like all networking, the goal is to build a relationship that supports your career goals.
Informational Interviews*

• What do I ask? Three categories of questions...

- What do you do?
- How did you get there?
- Follow up questions
Informational Interviews

- Conduct in-Person, Online, Phone
- Write a script or list of questions
- Give them something to work with, show you’ve done homework, have goals
- Be a good listener, ask good questions
- Ask questions about field, organization, career path, training, their experience
# Informational Interview Practice

- **What to do:** Ask for information, career path
- **What not to do:** Ask for a job

<table>
<thead>
<tr>
<th>Purpose:</th>
<th>Pleasure/Practice</th>
<th>Informational</th>
<th>Job Interview</th>
</tr>
</thead>
<tbody>
<tr>
<td>Practice talking to people</td>
<td>To learn, to gain knowledge</td>
<td>To get hired</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>To Whom:</th>
<th>Pleasure/Practice</th>
<th>Informational</th>
<th>Job Interview</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anyone who shares an interest</td>
<td>Anyone doing what you would like to do</td>
<td>An employer who has authority to hire</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>What You Ask:</th>
<th>Pleasure/Practice</th>
<th>Informational</th>
<th>Job Interview</th>
</tr>
</thead>
<tbody>
<tr>
<td>How did you get started?</td>
<td>How did you become interested?</td>
<td>First you must be prepared to answer questions about your background and talents. Then be prepared to ask relevant questions that show your knowledge &amp; research.</td>
<td></td>
</tr>
<tr>
<td>What excites you most?</td>
<td>What excites you most?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>What is least interesting?</td>
<td>What is least interesting?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Who else does it?</td>
<td>What is the field like?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Do you know them?</td>
<td>Who else does it?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Can I use your name?</td>
<td>Do you know them?</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Can I use your name?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
# Informational Interview

<table>
<thead>
<tr>
<th><strong>DOs</strong></th>
<th><strong>DON’Ts</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>• An opportunity to gather information and build relationships for the future</td>
<td>• NEVER ask for a job: You are looking for connections</td>
</tr>
<tr>
<td>• Dress AS IF going for an interview. Be professional.</td>
<td>• DON’T ask: “Does your organization sponsor H1-B visas?”</td>
</tr>
<tr>
<td>• Schedule and stay for only 30 minutes.</td>
<td>• DON’T talk about yourself. Ask questions and request advice and suggestions.</td>
</tr>
<tr>
<td>• Afterwards, reflect on what you learned.</td>
<td></td>
</tr>
<tr>
<td>• Write a thank-you letter within two days.</td>
<td></td>
</tr>
</tbody>
</table>
Arrange the Information Interview Meeting

• Target/contact individual by phone/email or at event
• Identify reason for contact and request meeting
• Further research individual and organization
• Prepare informed questions* related to individual’s skills, employer, industry, background, education
• Follow up with thank you, resume, or as promised
• Track and maintain contact
Networking at Events

• Business attire
• Introduce yourself
  – Be confident, eye contact, extend hand, introduce yourself
  – Hello, my name is Cathy Career, I don’t think that we have met.
• Ask open ended questions related to event . . .
  – What is your interest in . . .?
• Request business card and request 20 minute meeting
• Use LinkedIn or email to stay in contact
Practice Networking

- By yourself
- With a friend
- Join Toastmasters
- As a way of life
- *Planned Happenstance*
  - Opportunities
Who Uses LinkedIn?

225M+ professionals
64% outside the U.S.
30M+ students and recent grads
2.9M+ companies
60K+ college and university alumni groups
150+ industries
Executives from every Fortune 500 company

©2013 LinkedIn Corporation. All Rights Reserved.
Profile Tips for Students

1. Professional photo of you alone
2. Headline with area of study and/or career ambitions
3. Keyword-rich summary that includes type of positions being sought
4. Include internships, volunteer and extracurricular activities
5. Recommendations from professors, advisors, internship colleagues and supervisors
Career Services for International Students

• Career Coaching (CCS)
  – One-to-one Appointments
  – Daily Drop Ins (11am-2pm)

• International Student Career Ambassadors (ISCAs)
  – Mon. -Thurs. 10am-7pm
  – Fri. 10am-3pm
  – Science-Engineering Hall, 1230/1240

• International Student-Alumni Network Nights

• GWork (careerservices.gwu.edu)
  – Online Job &Internship Listings/Resources
  – Mock Interviews
  – Interview Stream
  – Resume/Letter Critiques
  – Employer Information Sessions/ Site Visits
International Student Career Ambassadors

GW's International Student Career Ambassador (ISCA) Program provides peer-to-peer career advising for all international students, including graduate/professional students across all degree programs.
Program Evaluation

• Check email for a link to evaluation or go.gwu.edu/ccsprogrameval
• Should take approximately 2 minutes
  – Professional Development
  – Marketing
  – About You
• Comments & Ideas
Questions?

- Colonial Crossroads, Marvin Center 505
- Careerservices.gwu.edu
- gwcareercenter@gwu.edu
- 202.994.6495

Connect & engage with the GW Center for Career Services