

Networking 101



Building Connections & Mastering Networks

Goals & Objectives

Why is professional networking important?

- Learn how to expand professional contacts
- Career Development
 - Building Trust & Credibility
 - Industry Visibility
 - Resource Sharing
 - Personal Branding
 - Community Engagement
 - Staying Updated
- Long-Term Relationship Building

Expanding Professional Contacts

- Build a diverse network of professionals across various industries, roles, and levels of expertise to broaden opportunities for collaboration & support.

As a college student you can:

- Attend Career Fairs & Networking Events on Campus: [Log into Handshake to look for these!](#)
- Find an [Internship or take a Work Experience Course](#)
- Join an Alumni or Mentorship Program

Recommended activity: research how to join the [Internship and Work Experience Courses](#) at SRJC – so you're ready to sign-up when the time comes.

Career Development

- Leveraging connections to access career opportunities, mentorship and guidance from professionals.

College students can:

- Find an internship or take work experience related to your field of study which provides hands on experience.
- Attend professional development workshops and seminars.
- Actively seek out professionals in your field of interest to conduct informational interviews.
 - Use LinkedIn, alumni and mentor groups, instructors and more to build these connections.

Recommended activity: Contact a professional related to your field of study on Handshake or LinkedIn and set a time for an informational interview. Not sure what to ask? [Book an appointment with one of SRJC's job developers.](#)

Knowledge Exchange

Engage with peers and experts to share insights, experiences and best practices for mutual learning and skill development.

- Study groups and Peer tutoring with peers who share similar academic interests or are studying the same subjects allows students to collaborate.
- Join an online learning community or forum. Platforms such as Reddit and Stack Overflow offer spaces where students can ask questions, seeks advice and share insights with fellow learners and industry professionals.
- Attend workshops and seminars where the guest lecturer are experts in your field of study.

Recommended activity: Ask three students in one of your courses related to your field of study to meet once every two weeks to review assignments and notes OR find a relevant sub reddit about your industry and read some posts from industry professionals.

Build trust & credibility.

"Trust is the glue of life. It's the most essential ingredient in effective communication. It's the foundational principle that holds all relationships." - Stephen Covey

Establish genuine relationships based on trust, reliability and integrity.

This can lead to recommendations, referrals and partnerships.

Start now in your classes with faculty, classmates and in your current work with supervisors and colleagues.

Resource Sharing

Create a network of resources for accessing information, advice and support to overcome challenges.

At SRJC students can begin this by:

- Joining a group, club or organization related to your field of study. If there isn't one – can you start one?
- Understanding the resources available to you from Career Counseling to Career Development to Student Resource Center to Disability Resources and beyond!
- Creating study groups in your classes.
- Going to office hours for your instructors.

Recommended activity: [Join or start a group related to your field of study.](#)

Undecided? Make an appointment with a [Career Counselor](#) to begin exploring your interests.



"Sharing knowledge is not about giving people something or getting something from them. That is only valid for information sharing. Sharing knowledge occurs when people are genuinely interested in helping one another develop new capacities for action; it is about creating learning processes." - Peter Senge

Personal Branding: The Elevator Pitch

Crafting and maintaining your own strong sense of self that resonates with your networking connections, reflects professionalism, expertise and values is key.

○ Example #1 of an elevator pitch with internship experience:

"Hi, my name is Sarah and I'm a recent graduate with a degree in Marketing. During my time in college, I interned at a digital marketing agency where I developed strong skills in social media management, content creation, and analytics. I'm passionate about helping businesses grow their online presence and drive engagement with their target audience. I'm currently seeking opportunities where I can apply my expertise in digital marketing to make a meaningful impact. I'm particularly interested in roles that offer opportunities for creativity and collaboration. I'd love to chat more about how I can contribute to your team's success. Thank you for your time!"

○ Example #2 of an elevator pitch with coursework and extra curriculars:

"I am a dedicated and creative Computer Science student with a passion for problem-solving and innovation. Through my coursework and extracurricular activities, I have honed my skills in programming languages such as Python and Java, as well as web development frameworks like HTML, CSS, and JavaScript. My experience as a project leader in coding competitions and hackathons has taught me the importance of teamwork, adaptability, and perseverance. I am committed to continuous learning and staying updated on emerging technologies to thrive in the fast-paced tech industry. With my strong technical skills and a growth mindset, I am eager to contribute to projects that make a positive impact and drive meaningful change."

Personal Branding: The Elevator Pitch continued

A well-crafted pitch includes:

1. Introduction; include your name and relevant background/expertise.
2. Value Proposition; clearly articulate what you do or offer
3. Key points or achievements; share key points, accomplishments or experiences
4. Call to action; request for further discussion, a meeting or an opportunity to explore collaboration
5. Closing; conclude with a thank-you and reiteration of your interest in connecting further.

Recommended activity: Write your own speech and practice with a friend! Want more practice? Make an appointment with a [SRJC job developer](#) to fine tune-it!

Recap of what you can do now to begin building your professional network...

- Research how to join the Internship and Work Experience Courses at SRJC – so you're ready to sign-up when the time comes.
- Contact a professional related to your field of study on Handshake or LinkedIn and set a time for an informational interview. Not sure what to ask? Book an appointment with one of SRJC's job developers.
- Ask three students in one of your courses related to your field of study to meet once every two weeks to review assignments and notes OR find a relevant sub reddit about your industry and read some posts from industry professionals.
- Join or start a group related to your field of study.
- Undecided? Make an appointment with a Career Counselor to begin exploring your interests.
- Write your own speech and practice with a friend! Want more practice? Make an appointment with a SRJC job developer to fine tune-it!

**Contact us in the
Career Hub for
further Networking
Skill Development**



Reach out to our Front Desk Team.

Telephone: 707-527-4329

Email: careerhub@santarosa.edu