

Building your Network

"Networking is making links from people we know to people they know, in an organized way, for a specific purpose, while remaining committed to doing our part, expecting nothing in return."

– Donna Fisher,
Power Networking

Networking is the best way to find opportunities. Recent surveys of employers indicate that about **70 percent of all open positions are filled through networking.**

Building a network can be helpful approach to:

- **Connect with potential organizations or employers** you are interested in joining
- **Build community** with others in fields of interest, share experiences, and mutual connection
- Leverage existing relationships to **learn about or find opportunities**
- Create a pool of trusted colleagues to offer feedback or **professional development**

There are several techniques to build our network both within and outside The College of Wooster, include:

- Join **Fighting Scots Career Connections** through the Alumni and Parent Engagement Office and request a career conversation with Alumni
- Updating your **Handshake profile** and connecting with employers or organization representatives
- Create a **LinkedIn profile** to connect with Alumni, faculty, staff, peers, and family
- Attend **professional or industry conferences** and interact with other participants
- **Shadow experiences** at organizations or industries of interest
- **Develop or attend a networking event** with Career Planning or a student organization

Network on LinkedIn

- Complete your profile - make sure you have a well written summary.
- Continue to build your network, upload your contacts, and connect to those you trust.
- Customize your requests to connect with a friendly note, a reminder of where you met, who you met through, or what organization you have in common.
- Join Wooster Alumni groups and other groups that align with your goals.
- Prepare specific questions to ask of individuals in these groups.
- Follow organizations of interest and locate people in your network who work there.
- Request informational interviews; ask for a brief phone conversation to seek their advice.
- Do your homework before any kind of interview or networking event.
- Interact with relevant influencers such as liking, commenting, and sharing posts.
- Create content to share with your network like recent project, internships, or LinkedIn Learning certification

Meet with a Career Planning staff member to review additional strategies for networking and building your network.



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