The Process

Your cohort

Other students

Alumni

Professionals
Resumes
Mingling
Networking
Searching
Applying
Interviewing
Interning

Your 1st Year
Networking Overview
What is networking?

“The art of building and sustaining mutually-beneficial relationships. Networking is helping and being helped.” (ezinearticles.com)
Why is networking important?

Networking is key to your job search and career success!

- Many jobs aren’t widely advertised
- Meet prospective employers
- Get people to work for you
- People want to work with people they know, like, and trust
- Networking is also a vital way to advance your career
- Helps you meet people with similar interests
- Networking successfully will also make you better at your internship/job
We often hear people say:

“I’m not outgoing enough to be good at networking.”

“I don’t do well in crowds or large groups—I’m an introvert.”

“I am not aggressive enough to go in for the ‘kill’ or be a networking ‘shark’.”

Guess what? You’re already a networker if you’ve:

Used social media sites to keep in touch with people

Organized an event and had to invite others

Carried on a conversation with someone you didn’t know well
How can I network effectively at Bren?

Take advantage of the resources offered!

- Ask the CD team to connect you to alumni and employers
- Attend career panels of professionals working in the field
- Get involved with and go to Corporate Partner events
- Join the Association of Environmental Professionals (AEP) or another professional association and attend events
- Talk to faculty to get involved with their research or ask them to connect you with people in the field
- Listen to Bren School colloquia speakers and meet community members at Bren School events
Networking Techniques:

- Mingling at events
- Informational Interviews
- LinkedIn
- Bren School Online Community
Why are informational interviews important?

Informational interviews are a great way to gather facts and advice from someone within the field

- Point is to learn something and expand your network, not to land a job

People are often more willing to sit down and discuss their careers while you are still a student
Informational interviews steps:

Do your research!

Identify potential interview candidates

Alumni are a good place to start:

- Alumni Network
- Bren School Alumni Group on LinkedIn
- Bren School Online Community
Informational interviews steps:

Do your research!

Investigate the candidate’s background on the company website and/or LinkedIn
Informational interviews steps:

Contact interview prospect

Phone vs. Email
SAMPLE SCRIPT— If you have a referral:

“Dear [Insert name] -

“I am reaching out to you at the suggestion of [insert contact name]. S/he thought you would be an excellent person to talk to about [organization and the work they do]. S/he also thought you might have some suggestions for getting involved/pursing opportunities with [said organization/field]. Is this a good time to talk?”
SAMPLE SCRIPT OR EMAIL – no referral:

“Dear __________ -

"My name is __________, and I am a graduate student at the Bren School of Environmental Science & Management at the University of California, Santa Barbara. My focus at the Bren School is on [insert specialization]. While searching for firms involved in the type of work I am interested in, I came across your organization and your name. I was very impressed with the way [insert organization name] is ______________. I was wondering if you have a few minutes to answer some of my questions."
Informational interview steps:

**Conduct the interview**

Be on time!

Dress to impress (in person or Skype)

Bring a pen, business card, extra copies of your resume, etc. (if applicable)

Think about how to ease into the conversation

- Small talk to build rapport
- Thank him/her for meeting/speaking with you
- Reiterate why you wanted to speak with him/her
- “I have a few questions I was hoping to ask you...”
Expect to take only a half hour of his/her time

- This means you will have to prioritize the questions you want to ask to ensure you get to your most important topics first

Know what questions you want to ask in advance

- Online resources available to provide you with ideas
- Ask questions that help to sell you as someone who thinks the right way

This is a conversation, not an interrogation

Remember: you still want to sell yourself throughout
Informational interview steps:

Follow up with a thank you note

Send a thank you note within 24 hours

Hand written note vs. an email message

Keep it brief (3 short paragraphs)

Opportunity to reinforce your interest in the area and how your strengths relate to it or address something that was said during the interview

Keep the person abreast of your progress
Networking Techniques:

- Mingling/events
- Informational Interviews
- LinkedIn
- Bren School Online Community
LinkedIn overview:

Why should you use LinkedIn?

Get connected to the Bren School community

Your professional life exists on the internet

Many recruiters use LinkedIn

Build a strong network of professional connections

Can help you to locate mentors, stay in touch with key players in your network, and identify hiring managers in the environmental field

Monitor and track changes in the field
LinkedIn overview:

Using LinkedIn to the fullest

Make sure your profile highlights your accomplishments and not just your duties

Include (almost) everything

Join groups

Connect with former supervisors and ask them for recommendations

Use LinkedIn’s Answers feature

Search for jobs on LinkedIn

Complete your profile 100%
LinkedIn overview:

Using LinkedIn to the fullest
LinkedIn overview: The connectivity of LinkedIn

Story: Recent graduate landing a job with Patagonia via LinkedIn

How do you get introduced via LinkedIn?

Let’s say I want to connect with Katya Armistead:

Craft your message like a pro:

1. State your intent
   Be clear about why you’re asking for an introduction.

2. Give an out
   Be professional and give Lauren Welch a way to say no.

Tell Lauren Welch why you want to get introduced (may get forwarded to Katya Armistead)
LinkedIn overview:
What do recruiters want to see?

According to BusinessInsider.com, recruiters want to see:

- A Clear Story
- Your Connections
- Professional Picture
LinkedIn overview: LinkedIn vs. Facebook

Why consider using Facebook for professional networking?

• 250 million active members vs. 44 million for LinkedIn (according to Mashable.com)
• Facebook groups can be used for networking
• Your Facebook “friends” can be of assistance!

What should you be cautious of when using Facebook as a means for professional networking?
LinkedIn overview:

Using LinkedIn to the fullest

Grads.linkedin.com
Networking Techniques:

Mingling/events
Informational Interviews
LinkedIn
Bren School Online Community
Bren School Online Community:

Why a separate online Bren forum?

There’s already Facebook and LinkedIn – why an online community?

Students have requested a Bren-centric community forum in which they can connect with others who share their interests.

Merging of the two major social/networking sites

Central location for Bren CD resources

To sign up: Bren home page > Internal Services > Bren School Online Community > Register
Bren School Online Community:
Site Features

Member profiles
Networking directory
Resumes
Blogs
Discussion forums
Groups
Real time chat
Bren School Online Community: Site features

Member Search Results

You searched for:
- All Records
- Who match the keyword search criteria: water and resources

57 Records Found

Mr. Matthew Blazek, Program Analyst, BOEM
Anchorage, Alaska United States

Mr. Alum Tester Jr., Alum, Bren School at UCSB

Amy Burgard, Academic Programs Coordinator, Bren School of Environmental Science & Management, UCSB
Santa Barbara, California United States

Niles Brinton
Goleta, California United States
Bren School Online Community:

Site features

**Manage Profile**

**Information & Settings**
- **Edit Bio**: Update your information and choose privacy settings for individual fields.
- **Preferences**: View and manage preferences and notification settings for your account.

**Content & Features**
- **Favorites**: Manage your favorites and share them with the community.
- **Blogs**: Post to your existing blogs, manage settings, and create new blogs.
- **Photo Gallery**: Post photos, manage albums, update captions, and view your photos.
- **Networks**: View and manage social/professional networks.
- **Pages**: Create pages linked to your profile, manage settings, edit existing pages.
- **Files & Links**: Upload files and create links in your file library.
While this is a nice group picture, we’d recommend one where it’s obvious who YOU are!
Bren School Online Community:

Profile photo content – headshot

Headshots are ideal for your profile pictures.
Bren School Online Community:

Photo content

Totally okay!
Beach kegger? *NOT* okay!
Dos and Don’ts of Networking
Dos and don’ts of networking

**Do:**
- Make sure your networking relationships are mutually beneficial
- Research before going to any networking event
- Join industry associations
- Follow up
- Become an active alum
- Volunteer
- Deliver on promises

**Don’t:**
- Wait until you need a network to build one
- Overlook the obvious
- Bail!
- Forget to say thank you
- Be afraid to ask for what you need
- Expect your network to serve as a placement service
- Be discouraged if someone is unresponsive to you

*(Tips adopted from Western Oregon University’s Service Learning & Career Development site as well as from California State University Long Beach’s Career Development Center page.)*
Dos and don’ts of networking

**Do** create a plan. **Don’t** have unrealistic expectations of what networking will do for you.

Be SMART:
- **S**pecific
- **M**easurable
- **A**chievable
- **R**ealistic
- **T**imed

*Adopted from The Networking Survival Guide by Diana Darling*
Dos and don’ts of networking

For all online profiles, make sure you give them the same amount of detail you give your resumes and cover letters!
Dos and don’ts of networking

Lastly, **ALWAYS** thank anyone who has helped you in your job search, including during the networking and exploration process!
On the horizon

Internship Search Kick-Off
Tuesday, October 22 at 11:30 in 1414 BH

Bren School Alumni Panel
Thursday, October 24 at 11:30 in 1414 BH

Internship Panels
Days and times vary; see email with details

AEP Kick-Off Event
Thursday, November 7 at the Maritime Museum
Any questions?