

University Outreach

The University Outreach newsletter is designed to keep our undergraduate and MBA students informed of special programming, networking events, and development seminars.

The Importance of Networking



The art of networking is a valuable skill. Often times we are told to network, network, and network. While most of us struggle with meeting and establishing relationships, networking has proven very effective. When we network, we open the doors of opportunity for many things such as jobs, interests, community service; among a few. We build confidence within ourselves and we let others get a glimpse of who we are in this diverse society. Networking is the sharing of information, whether it is looking for a job, finding someone who share in our interests, or connecting with people. Networking increases access to valuable information, resources, and opportunities. Networking has taken off from face-to-face to social networking via the internet

(Facebook, LinkedIn, and Twitter). It has been said many times, "It is not WHAT you know, it is WHO you know." How true is this statement? Below are some interesting statistics:

- Employment experts believe that 60–75% of all job openings are never advertised
- If someone introduces you and you attend an introductory meeting or call, the chance of closing the business or getting the job is 80%
- 90% of job landings will be obtained through Networking
- 62% of employed Americans utilize email and internet at work
- 35% of networked workers also use social networking sites (75% of 18-29 year olds, compared to 30% of 39-49 year olds)

Networking tips for the professional:
a) locate networking opportunities – social/professional organizations, local events, community activities, church, and even school; b) remember, networking is about building relationships, people will be more willing to help you with just about anything; c) utilize business cards to let people know what you do and follow-up to build relationships – you will never know when you will need them; d) prepare and practice your personal introduction; e) two things you want to establish when networking; likability and competency; f) remember, one person may know others; g) utilize social networking sites and remember to create a consistent, professional image through each venue.

UPCOMING EVENTS:

Feb 25th NBMBAA 13th Annual Scholarship Banquet
Keynote Speaker: Susan L. Taylor

Feb 2010 Personal Finance 101 – Professional Development Seminar
Day/Location/Time: TBA