

**NET-
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85% OF ALL JOBS ARE FILLED VIA NETWORKING

01 Do I have to do this?

Yes. Studies continue to show that networking is huge component in securing a job. You're not alone in dreading networking, but think of it less as awkward business card exchanges, and more as a way to meet other passionate creatives.

02 I have a job, do I need to do this?

Yes. There's no downside to reaching out and engaging with other professionals. You have a job, but maybe you'll be interested in another position two years from now.

Even if your networking efforts never result in a job offer, you're getting the opportunity to ask valuable questions that can help you throughout your career. You're learning more about your industry, and staying relevant.

WHY NETWORK?

Professional Advice

You have an amazing education, but you're not done learning. You'll continue to grow and learn in your field, and industry professionals have a lot of knowledge to share with you. In addition to technical skills, they can offer specific career advice as well.

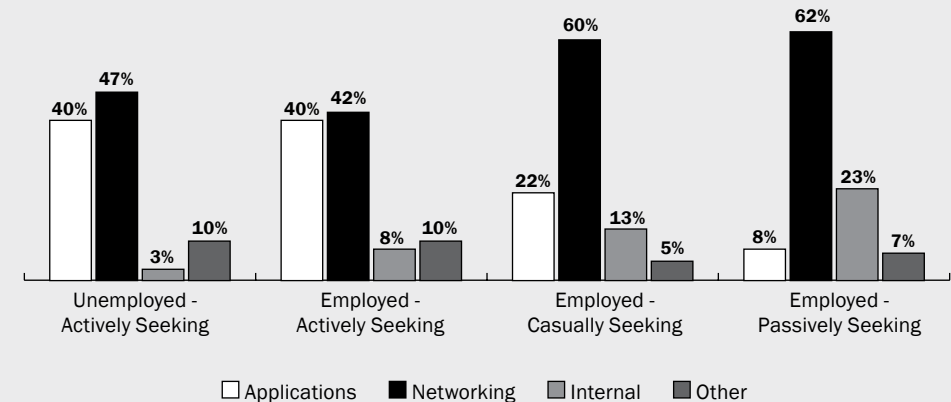
Opportunities

It's been reported that 80% of jobs are not posted online. Your new connections can let you know when there is a new opportunity in their company. They may even decide they need to *create* a position for you and your valuable skillset.

Industry Relevance

By connecting with other professionals in your field, you'll be exposed to the top news of your industry. In addition to providing great interview discussion points, being well-informed can also elevate your own creative practice through inspiration.

How People Get Jobs



Source: <https://www.linkedin.com/pulse/new-survey-reveals-85-all-jobs-filled-via-networking-lou-adler>

THE SCAD NETWORK

CURRENT STUDENTS

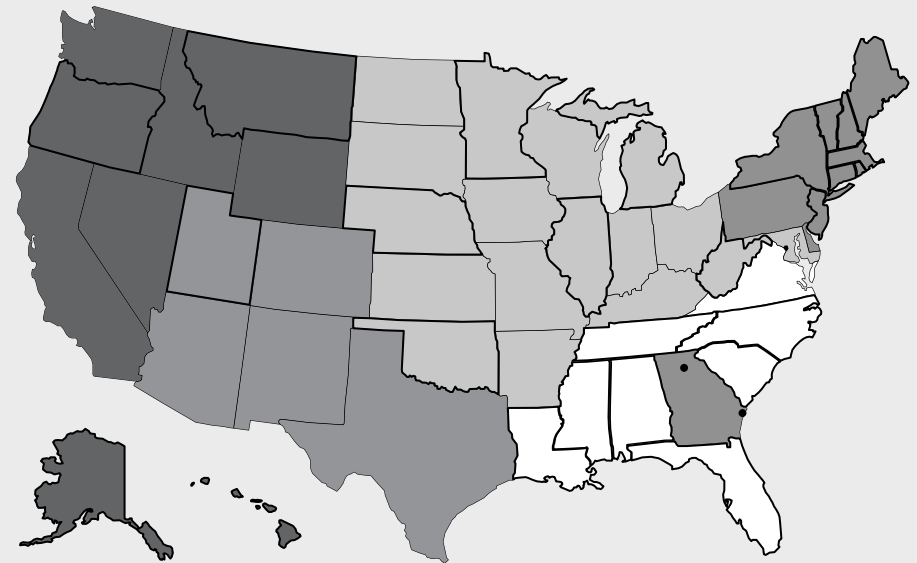
Be Active + Engaged

Make the most of your time here at SCAD! Participate in class discussions, talk with your professors, ask questions, go above and beyond your assignments. It's important to communicate and get to know your classmates and professors; these people will be amazing connections to have in the future.

Volunteer + Get Involved

Don't limit yourself by only engaging with others from your major! SCAD has an amazing network of clubs, volunteer opportunities, and events. Joining clubs and volunteering can help you meet other students you might not interact with otherwise. Collaborating on projects is another great way to work with different disciplines, similar to how you'll be working in the real world.

INDUSTRY AND ALUMNI OUTREACH REGIONS



POST-GRAD

Industry + Networking Events

Attend industry events in your city! Professional organizations, local creative firms, co-working spaces and even meetup.com are great places to find upcoming events. In addition to events for your field, you can also attend more general networking events. They'll help you practice those networking skills!

Industry and Alumni Engagement Managers

Industry and Alumni Engagement Managers (IAEs) are SCAD employees around the country who work with companies and alumni based in their respective regions (see above). A Career Adviser will connect you with the appropriate IAE after you're "employer-ready." IAEs plan alumni meet-ups, studio tours, and other events.

Watch + Learn

Not in the city of your dreams yet? That's ok! Watch TED Talks and read articles to feel inspired and up-to-date on your field. Your Career Adviser can help you find professional resources for your industry.

THE SOCIAL NETWORK

TOP 30

Make a List of 30 Companies:

10 companies you'd love to work for,
10 companies you'd like to work for, and
10 companies you'd be willing to work for to get to those top 20 in the future.

A note on the "willing to work for" companies- you'll need to do some company research here. Think beyond the big names; think small firms, and more obscure companies. The goal here is to have a good variety of companies.

Think Outside the Box

LinkedIn can help you identify smaller companies. Search for a city you'd like to work in, then your dream job in the Title filter. (eg. Portland OR, Industrial Designer) Take note of the companies listed, and visit their websites to learn more.

#SUBSCRIBE

Follow Companies + Industry Leaders

You've identified 30 companies you'd like (or are at least willing) to work for, now follow all of their social media accounts! Not only will this help you stay informed on the brands, but many companies post job opportunities on social media.

You should also be following top industry leaders and creatives as well. Don't know any? Check TED Talks and industry conferences for speakers relevant to your field. These people will be sharing key insights and interacting with other important people to know.

PREPARE

Update your Resume, Portfolio, and LinkedIn

As they say, "You only get one chance at a first impression." If you're expressing interest in a company, it's very reasonable for them to ask to see your resume and/or portfolio. You'll look unprepared and unprofessional if you have to say "Actually, my portfolio isn't done yet." They'll most likely visit your LinkedIn, so make sure it's accurate and up-to-date.

OUT-REACH

1. **Find Contact**
2. **Connect + Add Note**
3. **Ask Smart Questions**
4. **Say Thank You**
5. **Repeat**

CONTACT

Find Someone Doing your Dream Job.

Networking is more effective if you think “who can I learn from,” instead of “who can get me a job.” Use LinkedIn to find someone doing the work you’d love to be doing, at a company you admire. This person is where you hope to be in a few years, so they have some valuable insights to offer you.

Ideally, you’ll be able to find a SCAD alum to reach out to. Someone from your hometown or country is another good choice. However, it’s better to reach out to a non-SCAD contact in your field, than a SCAD alum at a company you admire but in a very different field.

eg. If you’re interested in Product Development, it’s better to reach out to the VP of Product Development (even if they didn’t go to SCAD), instead of a SCAD alum working as a Product Photographer in the same company. The Product Photographer will not be able to give you much insight to the Product Development side of the business.

03 What about recruiters?

Connecting with recruiters on LinkedIn is fine. Recruiters are usually active on LinkedIn, and receive many invitations to connect. However, your interaction may not lead to a valuable connection. If you do connect with a recruiter, don’t ask “do you have any positions that match my skills?” That tells them you haven’t taken the initiative to check their postings, and expect them to do all the work for you (not good).

Instead, introduce yourself, let them know which position you’re interested in, and ask for any feedback on your application. Don’t be discouraged if you don’t get a response.

No position? You can introduce yourself, explain why you admire their company, and say “I’ll be sure to keep an eye on your job postings and I hope you’ll keep me in mind if anything comes up.”

04 The company I like isn’t hiring.

Doesn’t matter! You should still go through these steps to learn more about the company and build a connection. It’s actually more effective, because it shows your enthusiasm for the company. When they are hiring, they’ll remember your passion and it will help you stand out.

CONNECT

Always Add a Note

On LinkedIn, navigate to the contact's page, click the Connect button, and then Add a Note. It's crucial to Add a Note and explain why you're asking to connect (since this person doesn't know you). You only have 300 characters, so keep it simple. Do this *before* applying.

The Note

1. Introduce yourself (briefly). Your name isn't necessary because it's obvious from your LinkedIn profile.
2. Why are you interested in this person/ company? Be specific!
3. Ask permission to ask them some questions, and make it apparent you're just looking for advice, not a favor.

SAMPLE INTRO MESSAGES

"Hi, I'm studying Industrial Design at the Savannah College of Art and Design and I recently read the Fast Company article about your dedication to innovation. Would you mind if I asked you a few questions about your career and any advice you can offer to someone getting started?"

"Hello, I just graduated from the Savannah College of Art and Design with a BFA in Service Design and I saw your company is hiring for a Service Designer. Would you mind if I asked you a few questions about your experience and what makes someone successful at your company?"

RESPONSE

They Didn't Respond

That's ok! This is normal. I would not suggest following up again; I would accept no response as a "no, you may not ask me questions." Wait three weeks, and then try a different contact.

They Did Respond

Great! Now you get to wow them with your initiative and smart questions. Don't ask them anything you could easily Google!

MESSAGE

Ask Smart Questions

People like to talk about themselves, so ask them open-ended questions. Start with 3 questions, so not to overwhelm them.

How did you get your start?
What advice would you offer to someone at the beginning of their career?
What do you wish you knew 5 years ago?
What's the best career advice you've received? The worst?

How does the creative process work at your company?
Is there room for creative freedom?
How long does a project usually take?
What's the company culture like?
What's your favorite thing about your job?
What's the most challenging part of your job?

Where do you see the company heading in the next 5 years?
What makes someone successful at your company?

Note: Some of these questions are repetitive, so do not copy and paste all of them! They're intended to give you an idea of types of questions to ask.

DO NOT ASK FOR FAVORS

Do not ask if their company is hiring.
Do not ask them for a reference.
Do not ask if they can send your resume to HR.
Do not ask if they sponsor visas.

The person you're reaching out to doesn't know you. They do not want to risk their own reputation for someone they don't know. If you ask if they're hiring, or if they sponsor, that tells them you haven't done your research. Also these are not open-ended questions. A "no" will end the conversation immediately.

APPROACH

Attitude

You want a job, but in this phase you're doing proactive research. You want to make sure this company is a good fit for you. Avoid sounding desperate ("I'd be open to any position in your company") or entitled ("It's been two weeks and you haven't responded to me"). Some people are not active on LinkedIn and won't respond. That's normal; don't feel discouraged. Just be appreciative of the people that *do* respond!

EVALUATE

After your contact has answered the three questions, take a moment to reflect. *Did they provide short answers? Or did they write whole paragraphs? Did they express excitement that you're interested in them? Or did it seem more begrudgingly? Did they offer further assistance?*

If your contact seems engaged and responsive:

Great! You can ask them a few more questions, request a 20 minute phone call, or ask them for portfolio feedback. It can be tricky, but you need to be able to "read" the situation for what is appropriate and when. If you're in their area, or have an upcoming trip planned, you can also ask them to grab a coffee with you.

If your contact seems unwilling to help further:

Thank them sincerely for their time, and let them know you'll be watching their job board for openings.

GOODBYE**Say Thank You**

You've gone back and forth a few times, you spoke on the phone, they gave you some portfolio feedback, now what? You'll end your interaction by thanking them for their time, and let them know you'll be watching their job board for openings. If there is a position you plan to apply for, let them know. This lets them know you're actively seeking employment without asking anything of them. At this stage they may offer to send your resume to HR, let you know about an opportunity, tell HR you showed great initiative, or do nothing at all. Ideally, they'll be impressed by your questions and it will help your future application, but they have to offer (you can't ask!).

Even if your outreach never leads to a position, you've gotten the opportunity to connect with someone from your field, ask them questions, and learn about a company you admire. You can also reconnect with this person later in your career.

REPEAT**Connect, Connect, Connect**

You've created that list of 30 companies you're interested in (See Page 7), and now you're going to do this outreach with all 30 companies. Choose just 1 contact at each company, and send them a personalized message. Do your Top 10 companies first, wait a week or two, see how many responses you get, then move on to the Top 20.

CAREER AND ALUMNI SUCCESS

Questions?

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