

# NETWORKING LESSON PLAN

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## Learning Objectives:

- Develop an understanding of the core concept of networking.
- Learn and map out ways to grow your network.
- Determine networking goals for the semester.

**Time:** 50 Minutes (each lesson plan is designed for a 50-minute class period. If you have additional time, please see section below on next steps/homework.)

## Materials:

- Networking PowerPoint

## Outline:

### Warm Up:

- Briefly discuss why you feel networking is important for students in X program and introduce the topic of networking to the students.

### Learning Activity 1 - PowerPoint

- Go through the networking PowerPoint – 30 minutes
  - Discuss what networking is
  - Work to help students reduce fears/concerns around networking
  - Discuss why networking is important
  - Discuss informational interviewing and networking events best practices
- Check-in for questions at the end of the PowerPoint

### Learning Activity 2 – Networking Strategy (Included in PowerPoint)

- **Video:** [https://www.youtube.com/watch?v=7XJAcsQiEfo&feature=emb\\_logo](https://www.youtube.com/watch?v=7XJAcsQiEfo&feature=emb_logo)
- Review the Networking Strategy Video and discuss why it may be important to plan and think ahead with networking. Explore what types of different roles and companies students want to learn about and encourage the students to think about ways they could get connected with those individuals.

### Learning Activity 3 – Classroom Activity

- Turn to a partner and share your thoughts about networking. Think about your ideas you have about what networking is, any fears or concerns you may have and what you think the importance of networking is.
- Allow students 3 minutes to discuss.
- Instructor to draw 3 circles on the board and write above them “what is networking” – “fears about networking” – and “importance of networking”

- Allow one student from each pair come up and write their thoughts on the board under each subject for smaller classrooms. Larger classrooms the professor can call on students to get feedback and highlight common themes.

#### Closing:

- Spend 5-10 minutes going over the networking flow chart and have students fill out their name and three other people's names in the chart. Have students make a list of all the events they could potentially attend or people they would like to do an informational interview with.
- Discuss homework assignments.

#### Next Steps/Homework Options:

- Have the students read this article (<https://www.thebalancecareers.com/how-an-informational-interview-can-help-your-career-2058564>) and conduct one informational interview in the next two weeks and write about their experience on blackboard.
  - Sample prompts: "What is one interesting fact you learned about the person's job that you interviewed? What recommendations did that individual have for college students interested in a similar career path?"
- Create a LinkedIn profile (if you do not have one) and follow three companies you are interested in and connect with three people that you could like to learn from – be sure to make a personalized message in the connection and state why you are interested in that person's job. Once the students have completed this task have them post a screenshot of their LinkedIn profile or their LinkedIn profile URL in Blackboard. (Encourage students to add each other on LinkedIn – not required.)
- Have the students come up with questions to ask during an informational interview or networking event and list these questions on blackboard.
- Ask the students to attend a virtual career fair and speak with at least one employer in more depth. Have the students write about what they learned from that employer, if the employer hires interns and what interested them about that employer in Blackboard after the event.
- Have the students watch the Networking video on the CCPD YouTube Page: <https://www.youtube.com/watch?v=3F9KPsDEtVE&t=20s> and reflect on their networking strategy in a short one page document submitted online in Blackboard.
- Have the student watch the elevator pitch video and complete the elevator pitch handout. Share their elevator pitch on Blackboard (or in-person) and comment on at least one other student's pitch or discuss with a classmate.

#### Resources:

CCPD Networking Video: <https://www.youtube.com/watch?v=3F9KPsDEtVE&t=20s>

How to Conduct Informational Interviews: <https://www.thebalancecareers.com/how-an-informational-interview-can-help-your-career-2058564>

Developing a Networking Strategy: [https://www.youtube.com/watch?v=7XJAcSqiEfo&feature=emb\\_logo](https://www.youtube.com/watch?v=7XJAcSqiEfo&feature=emb_logo)

How to Network at Events: [https://www.youtube.com/watch?v=6HjAWLmhwRM&feature=emb\\_logo](https://www.youtube.com/watch?v=6HjAWLmhwRM&feature=emb_logo)