

## AU CAREER CENTER OFFERS TWO NEW WORKSHOPS

To meet the needs of AU students and alumni the Career Center is offering two new workshops starting this semester. It's reported that targeted résumés can increase the chances of getting interviews. For this reason the Career Center will be offering "Target Your Résumé" workshops. Students and alumni will learn to target their résumés toward specific industries, companies/organizations and positions. AU seniors and alumni are encouraged to register for these workshop on Raven CareerLink.

As the economy begins to improve, so will the job market. Still, employers will be slow to hire, and will continue to look for ways to reduce expenses. Networking will become even more important as AU students and alumni seek employment. To assist AU students and alumni in developing the networking skills the Career Center will be offering "How to Network" workshops beginning the first of February. AU sophomores, juniors, seniors and alumni can register for these workshops on Raven CareerLink.

## PROFESSIONAL NETWORKING, PART 1—WHY SHOULD I CARE?

I am a social networker. I live in California, so my Facebook account makes it easier for me to keep in touch with my family and friends back home. Many students use other social networking sites such as Twitter and MySpace to keep in touch with their friends and family, because those relationships are important to maintain. In today's business world, professional networking is just as important for maintaining relationships in a specific industry, and college students should take advantage of this opportunity unique to this century.

Many students think they don't need to network yet because they aren't professionals, but that's not entirely true. Yes, as students we aren't full-fledged workers out in the professional environment dedicating the majority of our time to the workforce. But as college students, we are in transition from the academic to the professional environment. Now is the time to start building professional relationships that can help you actually get into the industry you plan to pursue as a career. Jobs and internships don't come easily, and having contacts that can provide leads on positions that are never advertised to the public can be beneficial.

Something important to remember is that professional networking does not consist only of electronic communication, which was not something I anticipated. Originally, upon hearing the words "professional networking" I immediately thought of some website where I could email professionals and ask them questions or see what kinds of internships and jobs were available in my area. That is part of the process, but there is a personal side as well that is important for maintaining professional relationships. Phone conversations, meeting for a cup of coffee, or just sitting down to chat is vital in keeping those relationships alive. But that's also the most difficult type of networking, and we're often happy to hide behind our emails and online chats. If our only contact is through a computer, however, we won't receive the connection and support we really want from networking. Still, the electronic side of networking is not a bad place to start. [...more>>>](#)



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Connect with Employers at the 2010 Collegiate Career Expo, February 18th, 10 a.m. – 3 p.m. Indiana Convention Center, Indianapolis. Register on Raven CareerLink

Click on the Raven CareerLink logo to register for workshops and career fairs.



Connect with alumni on LinkedIn. Click on the LinkedIn logo to join the group.



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