

MAKING NEW CONTACTS: NETWORKING STRATEGICALLY

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UNIVERSITY OF WASHINGTON DO-IT

- Focusing on increasing the participation of people with disabilities in STEM education and employment
- Largely supported by the National Science Foundation grants, including
 - AccessComputing
 - AccessEngineering
- Videos, knowledge base, and resources online at: uw.edu/doit

Who's in your network?

How do you increase the size of your network?

Why do you care about your network?

How do you feel about networking?

INTRODUCTION

Perceptions of networking

- Negative connotations
- People avoid networking

Reality

- Can networking be fun?
- You can overcome your fears
- Make a time commitment
- Networking impacts your career

NETWORKING STRATEGICALLY

Define networking

Preparing to network

Networking at...

- Conferences
- Resources on campus
- Informational interviews
- Social networking sites
- Career fairs

NETWORKING AS A BROAD TERM

Different contexts

Different strategies

Different reasons

Networking isn't just about your professional contacts

“Connecting with others really just involves having a predetermined plan and carrying it out, whether you want to be a ninth-grade history teacher or start your own business.”

- Keith Ferrazzi, *Never Eat Alone*

PREPARE TO NETWORK

Reflect on how you can benefit from networking

Research events and people

Brainstorm questions

Set goals

Challenge yourself

NETWORKING AND MANNERS

People like to help

Don't put people on the spot

Be mindful of people's time

Be friendly and collegial

Presenting yourself as a professional

Observe how other people interact

Don't take things personally

“What's in it for me?”

PLACES TO NETWORK AT CONFERENCES

Breaks

Receptions

Poster sessions

Evenings

Other activities

STRATEGIES TO USE

Think of reasons to talk to people

Ask questions

Name badges

Use the buddy system

Prepare your opening line

Quality over quantity

MEETING PEOPLE

Entering and exiting conversations

Always have a free hand at receptions

Practice:

- Your handshake
- Meeting people
- Speaking

“Who else should I talk to?”

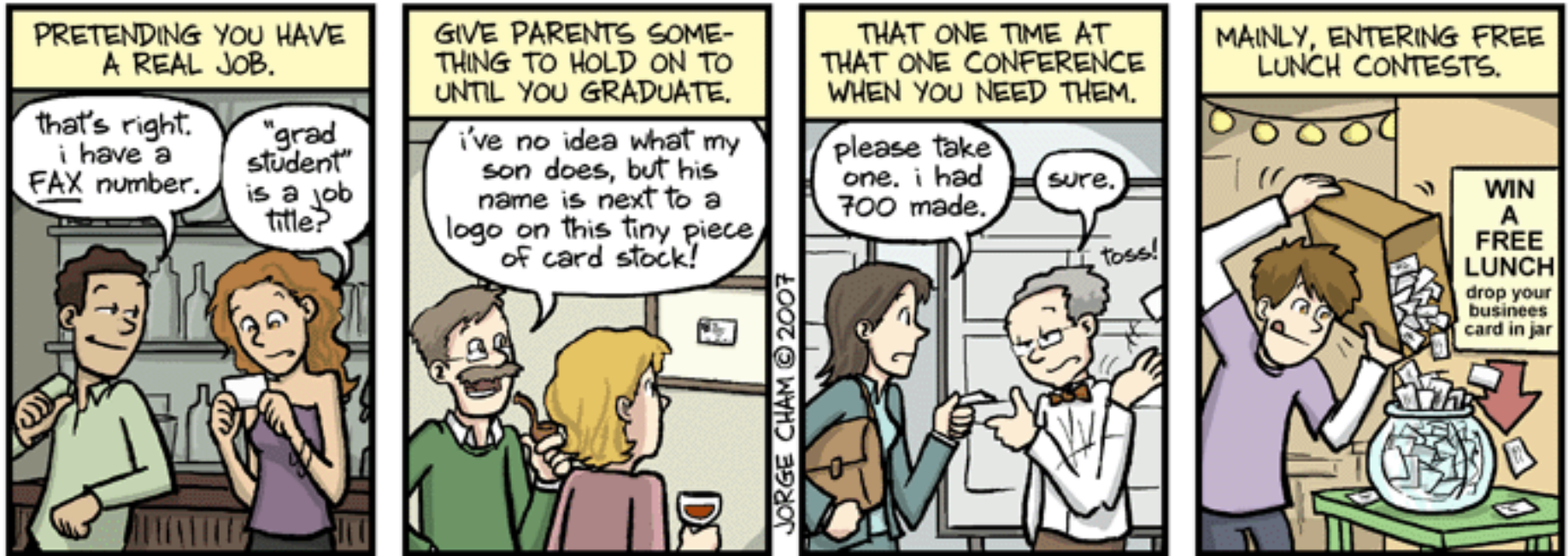
ELEVATOR PITCHES

Be prepared to introduce yourself to people

What to include

Having different versions

Business cards in grad school: Why you need them



"Piled Higher and Deeper" by Jorge Cham

www.phdcomics.com

BUSINESS CARDS

Make some business cards

Carry them with you

Pass them out

Make them accessible

FOLLOWING UP WITH CONTACTS

Make notes about new contacts

Follow up with new contacts soon after you've met

Keep up with people in your network

Contact them when you don't need something from them

INFORMATIONAL INTERVIEWS

- Learn about career options and expand your network
- Ask for a few minutes of the person's time
- Prepare ahead of time
- Briefly introducing yourself and explain your interest
- Ask open-ended questions
- Mind your manners
- Ask for referrals
- Afterwards, write a thank you note

INFORMATIONAL INTERVIEW QUESTIONS

- What attracted you to this field?
- What do you like most or least about this position or field?
- Describe a typical day or week.
- What steps did you take to break into this field?
- What skills and attributes are most helpful in your job?
- To what professional associations do you belong?
- What advice would you give somebody interested in pursuing your line of work?
- How would I find a job in your line of work?

SOCIAL NETWORKING WEBSITES

Various websites

- LinkedIn, Facebook, Twitter, blogging, forums

Control your online presence

Meet people

Stay connected

Organize contacts



Brianna Blaser

1st

DO-IT Counselor/Coordinator at University of Washington

Greater Seattle Area | Professional Training & Coaching

Previous AAAS, University of Washington, Association for Women in Science

Education University of Washington

Send a message

458 connections

<https://www.linkedin.com/in/briannablaser>

Contact Info

Background

Summary

Brianna Blaser is a Counselor/Coordinator at DO-IT at the University of Washington, where she works to increase the participation of people with disabilities in science and engineering careers through AccessComputing, AccessEngineering, and AccessCS10K. Her work includes counseling students as well as working with faculty, employers, and other stakeholders to create institutional change.

Previously, Brianna was Project Director of Outreach for AAAS & Science Careers where she promoted Science Careers resources through career and professional development workshops to undergraduate and graduate students, postdoctoral scholars, and early career scientists. She regularly spoke to audiences about career development topics including: career options outside of research, job search skills, networking, advisor/advisee relationships, and work/life balance.

Brianna earned her PhD in Women's Studies at the University of Washington in 2008. Her dissertation, *More than Just Lab Partners: Women Scientists and Engineers Married to and Partnered with Other Scientists and Engineers*, examined how women scientists' relationships with other scientists affect both their professional and personal lives. While at the University of Washington, Brianna was a research assistant at the Center for Workforce Development where she organized professional development activities, including a newsletter, a mentoring program, and workshops for graduate students in science and engineering.

Specialties: Broadening participation in science, professional development of students

Experience

DO-IT Counselor/Coordinator

University of Washington

January 2011 – Present (5 years 1 month) | Seattle, WA



- Counsel postsecondary students with disabilities in science and engineering fields, focusing on retention in school, career development, and transitioning to career opportunities
- Coordinate virtual and in-person meetings and conferences with partner organizations and academic departments from across the country
- Edit publications and present on topics related to professional development of students with disabilities, science education, and universal design
- Participate and manage communication in an electronic mentoring community of students and mentors
- Develop internship opportunities for students in computing fields

Project Director, Outreach

AAAS

July 2008 – December 2010 (2 years 6 months) | Washington, DC



So... We've talked about:

Places to build our professional networks

Skills & techniques to use

Remember...

Networking doesn't have to be hard or scary

Practice makes it easier

It's okay to make mistakes

Over time your network will grow and you'll become
better connected

Be yourself and have fun

RESOURCES

University of Washington DO-IT

uw.edu/doit

Career Forum and thousands of articles on
ScienceMag.org/careers

Building Relationships booklet at [sciencemag.org/
careers/booklets](http://sciencemag.org/careers/booklets)