

# CCB-CNN Networking Panel: Navigating Networking in Virtual World

>> Hello everyone.

As everyone comes in,

you are coming in to navigating network in a virtual world.

Panel discussion for getting you ready for career networking night.

I am Leanne Ralstin,

I'm a career consultant at the Carson Center.

As you come in if you can mute your microphone if it's not already muted,

that would be fabulous.

Turn on your video please so we can see who we're talking to.

That would be great.

There will be questions and answers at the end so you

can raise your hand or use the chat box to ask a question.

We'll address those questions at near the end.

WSU students, if you can make sure that you complete

the survey provided at the end of this session that would be great.

Just so you know, this session is being recorded.

Welcome. We'll just give it another couple minutes as everyone comes in,

and we'll get started in just maybe another minute or so.

There's still people signing in.

Welcome, everybody.

Are you in the right spot?

For those that had just come in,

if you can mute your microphone and turn on your video, that'll be great.

We will just, without further ado, get started here.

I would like to introduce your facilitator for tonight.

[NOISE] Her name is Paris,

and she is a marketing and

management double major at the Carson College and a hospitality minor,

she's a bit busy.

She's also an ambassador for the Carson College and a mentor for the Carson EDGE Program.

Please welcome, Paris.

>> Hello everyone.

I'm Paris like Leanne mentioned.

I just want to thank you guys for coming.

I'm really excited to be a part of

tonight's event and to share tonight's event with you guys.

The first thing I'd like to do is introduce the panelists to you guys.

Our first panelist is Michael La Ha,

and he is early careers advisor with BP.

Our second panelist is Adam Dickenson,

and he is a sales representative with Cintas.

Our third panelist is Marnie Petek,

she's a sales recruiting manager with E & J Gallo Winery.

Then, our fourth one would be Victorya Curcuro,

and she is a senior campus recruiter with Target,

and our final panelist is Amber Valenzuela who is a divisional recruiter at TTI.

To begin the discussion we will ask every panelist the following question.

First tell us a little bit about yourself,

then tell us the story of how networking found do a job or an internship,

or just lead you to an interesting business opportunity,

or how the lack of networking led you to missing an opportunity.

Let's go ahead and start with Adam.

>> Absolutely. Hey, everyone.

A little bit about myself.

I actually graduated from WSU in 2017.

I graduated a double major in human development and psychology.

A little bit about what I did there.

I was part of the Sigma Phi Epsilon fraternity.

I spent time working in jobs around campus,

hospitality-related around the Palouse.

I worked in a research lab and psych department,

and then I interned in the Academic Success and Career Center on campus.

I found actually my job through networking.

It was at the career fair, fall of 2017.

It was actually my first time going to a career fair.

It's never too late to find a job.

I was actually just prepared with my resumes,

had done some work beforehand,

walked all around before in-person,

there were tables where you would shake hands and meet people,  
so I was just going around looking at all the opportunities.

Graduate schools were also in mind.

I ended up stumbling across Cintas which is the company I work for currently.

They offered a management training program.

I was able to have some conversations about what that was like and it  
actually turned out to be similar to graduate school program.

You don't have to go get your degree,

it's all built into that career.

It made sense to me.

I met people I liked,

and it all made sense and lined up.

That's what I went with and networked at the career fair.

>> Thank you, Adam.

Let's ask the same question for Marnie.

>> I'm going off mute here.

Been doing Zoom for six months you'd hope I'd have it done a little faster.

But, thanks for sticking with me.

Hey everybody, my name's Marnie for those of you who had not met.

I am a graduate from the University of Idaho.

Palouse pride, where I'm a Cougar grad today.

Always love the Cougs,

my dad was a Cougar so big fondness for the university.

I've also been recruiting from WSU for many years.

It's like my second college campus home,  
which thank you for letting me feel that way towards you-all.

I've been with Gallo for 10 years since I graduated with a Degree in Public Relations.  
Super involved on campus.

I was a cheerleading captain, "Yay, go team."

Also very involved within my sorority.

I think the time when networking found me  
an interesting business opportunity is definitely at the career fair finding Gallo.

I wasn't sought out by Gallo but I,  
of course, sought them out.

But within Gallo, I've been here for  
about 10 years and largely within our sales capabilities.

But recently I moved over to the recruiting side of the business.

I've not really met a lot of people out of  
our corporate office because our sales are segmented throughout different regions.

But, I was just networking and I stumbled across  
our head of HR and she's a very intimidating lady,  
but very cool at the same time.

I was telling her, " Oh,  
I love being involved in outside activities," using what I did in  
college and how I just like to put my sticky fingers and everything and I was like,  
"I really enjoy being involved further than just my day job."

What that conversation led to just me telling her a little bit about me,  
she actually invited me to be part of

our national sales meeting team talking about people.

What that led to is and I became part of running part of

our people team for our national sales meeting across the country,

which got me to talk to other people across the country,

across different functions, across

different business units that I had never had the opportunity to meet before.

Now I've crafted relationships across the country in sales, e-commerce,

luxury, further in HR just because I met someone and told them what I'm passionate about.

That was a really cool business opportunity for me.

It got my name out there to our CEO and big win on networking.

I'm really excited to talk to you guys further.

Thank you, Marnie. Amber?

>> Yes. Hi all.

As Paris mentioned my name is Amber.

I actually graduated from the University of Washington in

2016 with a communications degree and diversity minor.

Just like similar to the rest of the team here,

very involved with extracurriculars in sorority life and what not.

I grew up just in the greater Washington area,

just south of Seattle and Auburn, Washington.

But I actually found TTI,

so we call Tetra Electronic Industry, TTI for short.

Now all of you are navigating and utilizing a tool called the handshake.

Back in my day,

[LAUGHTER] it was actually called husky job that you dab and so I had searched event, and I found our event marketing specialist and role.

I knew nothing about power tools,

didn't really come from a huge sales background or marketing background per se,

but very blessed and thankful to have found TTI just over,

I would say, about two-and-a-half years ago or so.

Started as a sales rep out South of Seattle

and then worked my way through territory manager position,

which if any of you are familiar with Piper Titus,

she's your direct contact and lead through the Waze campus for a couple of seasons now.

I completed that role and then this last January,

I oversaw the outdoor team for

the West Coast where I was a eight management teams from Washington to Texas.

That was exciting. Similar with Marnie,

when you're starting out as a rep,

it's really important to make sure you're

connecting and following up with leadership that are coming into

your territory and working with you at

that first entry level because that's where so many of

my positions going from into management,

going into the auto program and then now I'm

the divisional recruiter for the Northwest on recruiting team.

It's been because of following up with

others and sharing your interests and communicating,

and picking their brains and finding out if that's something that you want to go into.

I'm really excited to speak with all of you tonight here from others and whatnot,

but that's just a little bit about my background.

>> Thank you, Amber.

Next we have Victorya.

>> Hi everyone. My name is Victorya.

I'm a senior campus recruiter for Target,

and I actually started with Target because of networking through LinkedIn.

When I was in college I was full-time working student.

One of the jobs that I had was as a store manager at a pack side.

I had an open role and I posted something on LinkedIn about like, "Come work for me.

I'd love to have you on my team."

Through the networking that I had already done on LinkedIn,

recruiter for Target saw that and reached out to me about position with Target.

I started with them after graduation as an executive team leader running a team of

about 120 people for all human resource functions in the store that I was in.

Then through the connections that I built at the company,

I got to do this role supporting recruiting for the Pacific Northwest,

Alaska, and Southern California.

Just this small LinkedIn post allowed me to have a really full career,

so I'm excited to chat more with you about it.

>> Thank you, Victorya.

All right, next, we have Michael.

>> I love everybody's story about branding in a face-to-face setting,

and then Victorya comes up and says, "Hey,  
were doing 10 virtual setting."

That was great because we definitely want to talk more about that.

Branding got my position here at BP,  
actually who I was and then networking  
allowed a contact of my old team lead to say, "Hey,  
BP has got this massive opening,  
recruiting interns, and experienced hires,  
engineers, IT, business folks,  
[inaudible] it's a huge company."

I've been here since 2013.

Prior to that, I do have the military background,  
so thank you to any other veterans on this call.

I reviewed probably over 80,000 resumes in  
my career and I definitely got some interesting stories to tell,  
but part of my passion is bringing in the next generation talent into this organization.

I definitely enjoy all these speaking engagement that  
we have because there's great questions from the students.

There's learning pieces that they can get straight  
from folks who are actually recruiting at the campus, which I think is great.

My job is not work.

I get to sit in my dinning room here and chat with  
people all across the US. I love what I do.

I have no desire to be a team lead or be a VP of HR.

My passion is truly making sure that the talent matches the right opportunity and I hope to speak with you folks after this.

So connect with me on LinkedIn as well, you never know what I might post.

[inaudible] opportunity I have. Cheers.

>> Thank you, Michael,

and I also want to say thank you to the rest of the panelists for your willingness to be a part of the Fall 2020 Carson College of Business Career Networking Night panel discussion.

We really appreciate having you all here and I'm really excited to hear different answers you guys have for the questions we have for you guys.

That leads us into our first question.

Leanne, if you want to go ahead and click to the next slide.

Yeah. Our first question is for Amber from TTI,

and that question is,

what are some important things to remember that are different in a virtual networking versus in-person, and how do I make a good impression either way?

>> I think the first thing to emphasize with this question is,

although the environment may be different,

we as individuals or you as candidates,

you should be keeping the same mindset.

With that being said,

that means just like you would show up early to

an interview or be timely with your responses and things like that.

I get a notification when a candidate is signing on to their Zoom event and if they're 10 minutes early I'm like, "Wow, well maybe I'll just hop on early."

We can see if folks are still running late, even if it's virtual.

I think another thing is professional dress.

I have seen some candidates get a bit more lax, which we want you to be comfortable.

We understand you're in your home and whatnot.

But if you can really put your best foot forward and really at least a business casual or whatnot, business professional, whatever works well for you, but just the same that you would coming to a career fair or in-person interview.

Eye contact is huge.

I think even for me right now, I want to look at all of you here, look at the camera, so that's something that just takes with practice.

Whether you're on Microsoft Teams or Zoom or even FaceTime is pretty easy.

Just make sure you're giving yourself that extra step the night before or the morning before to just really check in and test out your volume, your video.

Some candidates they'll have their face, so I think like this close.

Although it's not the biggest skill,

but at the end of the day,  
just give yourself that extra time to really check in  
and test it out and make sure you know  
the volume is good and you're feeling comfortable there.  
Then same thing as well,  
I think it tends to be a bit more conversational,  
which I really love in interviews to get people comfortable,  
get the conversation going,  
but still holding true to that star method or having those good,  
genuine questions at the end.

I always tell candidates,  
although we want to see if you're a good fit for TTI,  
at the end of the day, it's for you as well.

You need to see if we're a good fit for you.

Talking to as many people as possible,  
getting your questions answered,  
and just really being professional and competent,  
and I think the energy factor of it as well, it's hard.

You're sitting in front of a screen here and you can't shake  
someone's hand or see all their mannerisms or whatnot.

But I think keeping the energy high and showing that, especially,  
and at least for our company very much sales roles face-to-face,  
that's something that we're looking for.

I would just say overall,

try to treat it the same.

Give yourself that extra time to make sure

all your ins and outs are checked off and ready to go.

But I guess does anybody have any follow-up questions with that or is that very good tips?

Or is there anything that I missed maybe there, another panelist?

>> Yeah. If anyone has any questions,

feel free to drop in the chat box and we can get back to them

too as well if you're not comfortable turning your mic on.

>> Perfect. Thanks, Paris.

>> Yeah. No problem. Thank you, Amber.

>> Can I just add one quick thing,

I promise I'll be so fast?

>> Of course.

>> Amber, I love what you said, 100 percent agree.

I'd also say be very aware of your nonverbal communication.

In person, you can take cues from someone if they're writing notes.

During the meeting, they're obviously writing notes, which is awesome.

But for example, we write and review on my cell phone,

and so if it looks like I'm clicking notes on my cell phone,

I'm actually just taking notes.

Just be cognizant of your nonverbal communication

and if you are taking notes on your phones say,

"Hey, I'm not scrolling on Instagram,

I'm not e-mailing, I'm taking notes."

That would just be one thing to make sure that you state,  
if especially you can see that you're not like or you're  
doing something and doesn't look engaging when you're just taking notes.

>> For sure. I completely agree.

I actually have a clipboard that I as the interviewer,  
I know we can type up,  
but I like to pay attention as if I'm in-person,  
and so I'll take notes.

Like Marnie said, I have to make sure I don't have it on  
my lap and a candidate thinks I'm just looking down,  
but I actually show them.

We love when people take notes,  
it's totally fine to take notes during interviews.

I just definitely want to see or  
know that that's what someone's doing. That's a great point.

>> Yeah, absolutely. That was a great piece of  
advice to add on that Marnie and thank you,  
Amber again, for the answer to that question, that was really thorough.

Thank you. Then that moves us onto our next question,  
which is for Michael from BP.

I will have 10 minutes of one-on-one time at CNN.

What do I talk about?

>> Great question. I do have a bunch of

one-on-ones scheduled all throughout universities cross-country.

What I'm really going to look forward to in that 10 minutes and what may

extend me speaking with the students is when they come prepared,

they have their positive energy going,

they ask me a question because maybe they found something on my LinkedIn page or they

ask me a question because they actually went to a company website,

and they were looking at a specific position.

They've read the job description and they're ready to talk about that rather

than student walking up or walking into the conversation saying,

"Hey, so what opportunities do you have?"

How many do you want? [LAUGHTER] We've got a lot.

These great companies do.

Do your research not only on the company and look at their handshake score,

look at other avenues of feedback that they have on them because this is your time,

but it's also their time as well.

Look at what their internships are offering,

what their graduate physicians are offering,

come prepared to talk about that.

Rather than me telling you about what is on the first two pages of our website.

The other thing is to connect with me on LinkedIn, send me a note,

Mike looking forward to speaking with you Monday,

at 02:00, at the career fair. Hey, that's great.

Hey, I saw you were following XYZ company,

why are you following Shell when you're working with BP?

Opens the way for a conversation,  
building that bond with someone because those opportunities where you do have  
that 10 minutes to have  
not only soapbox period of describing your skills and capabilities,  
but if you make a personal connection with me,  
chances are I can guarantee you I'll remember that  
out of 200 other applicants for one position.

Use that time to your advantage because it goes by really quick.

Make sure when you do go to that one-on-one session,  
you maybe unplug your router before you start,  
so you get a nice, fresh,  
clean routing the experience,  
then have no other browsers open,  
have minimal background noise if you can.

But things do happen, I get it.

That preparation piece is very important.

Well-dressed, well prepared with questions that you may have,  
definitely goes a long way and I look forward to those at every career fair.

Any questions about maybe something I covered or didn't cover?

It'll go by very quick trust me.

It is amazing those 10 minutes,  
by the time you talk about an opportunity,  
by the time you talk about something that you can bond with the person on.

Then when they start talking about the programs that they have

any career or something like that,

does go by very quick.

As much preparation as you can put into it the better,

cause technology can be our best friend or worse.

You don't want to spend the first two minutes going,

is listing on? [LAUGHTER]

>> Absolutely, the time will go by really quickly,

especially when you're having really good conversations,

so Michael's correct, you should make sure you have

a lot of things on research so you can talk about them a lot quicker too.

>> I think in addition to researching prior,

handshake allows companies to have group sessions prior to the one-on-one,

like the 10-minute sessions.

I would recommend that students, as you're definitely,

jumping into their group session or maybe they have

more time to tell more about the background or

what types of roles they're hiring for that when you get one-on-one with Mike,

you can have that personal connection and really get to know the individual [? and we will let everyone know?].

>> I'll give you a hint. I'm spending a half-hour

in an info session telling you about our program,

application process, how to brand yourself virtual,

so definitely attend those things.

I'd like to share pieces about BP, no doubt.

But I'd also like to help make you more marketable in this temporary environment.

>> Yeah. Thank you, Michael. All right.

So then our next question is for Marnie from E and J Gallo Winery.

It is, what if I don't know what I want to do yet?

How do I talk to recruiters if I'm still exploring my path and forming my career goals?

>> Well, I love this question personally,

because this is where I was in the shoes.

This is where I was looking for jobs.

I was a public relations major and I had no clue what I wanted to do.

I saw sales at the Gallo booth and I practically ran for the hills.

I'm not kidding you. I absolutely took off running,

and was like, nope, I'm not doing sales.

But then I went and I talked to some trusted advisers and they said, why not.

Why not talk to that company?

Why not ask for an informational interview?

Why not attend an info session?

You're not going to learn anything that's not going to help make your decision long term.

What I would say to you guys is, why not?

Why not try new things?

You may not think that the retail environment is a target for you,

but then you end up falling in love with the company and the culture,

and you find retail is a good fit for you,

or it's like oh, sales.

But then you talk to the company and you figure

out what type of sales that they actually do,

and it's about building relationships and growing a brand,  
not pushing products on people.

I get it, it's like a way to talk to a recruiter,  
is just we're people too,

reach out and say, hey, I'm exploring opportunities.

I came across your profile and it sounds really intriguing.

Can you please have an informational interview with me to tell me more?

What is the worst you're going to get? A no.

Okay. Well, they're lost.

They don't get a chance to talk to you and learn about you either,  
and sell their company on you.

This is the coolest time in your life to just say,  
why not, you're virtual?

You can meet with a company that's headquartered in New York City.

You can meet with a company that's headquartered out of  
Modesto or Atlanta or the Bahamas,  
like I don't know what you're in to.

Do what you're passionate about,  
and this is the time to find it.

Also where you're sitting right now.

You will never have this many resources at your fingertips.

Maybe it's an adviser that you really trust.

Go to that advisers and say,

I'm really not sure what I want to do.

In the back of their mind, maybe that adviser has met  
with businesses or people or no people,  
or an alumni who's got a job somewhere,  
and they see similar traits.

They could say, hey, have you checked out E and J Gallo Winery,  
I think they'd be a great fit,  
or have you checked out Target,  
they're looking for somebody just like you.

Use your advisors, use your career center,  
use the Carson College of Business, use your professors.

They will have great advice for you.

Then network, we're here talking about networking.

Don't be afraid to get out there and approach recruiters.

Put on LinkedIn, like I'm looking for work.

You guys are you looking for salespeople,  
and then find people on LinkedIn,  
connect with them and leave them a message and a note.

This is the greatest time right now just to say why not and try new things.

If you don't like it, that's fine.

You want to be a fit for everyone,  
you can try something else in the next day or the day after that.

Just keep looking at, it is really fun.

I fell in love with Gallo and I ran for the hills and they said sales,  
but then I figure out what we're actually about,

who the people that they were recruiting,  
and who the recruiters were,  
and I was like, yeah, 10 years later and my career ahead.

>> Yeah, I think that is some great advice,  
especially for us going into our CNN next week.

We'll move on to our next question.

It'll be for Victorya from Target.

How important is a student's virtual presence?

How can students improve their virtual presence,  
and what do you look for as a recruiter?

>> First of all Marnie I love your answer.

I totally agree. Thank you for the plug.

Retail leadership is always the way to go.

It's super important, and I think not even  
just in the scope of this year that we're living,  
but in the scope of the future of work.

If you think about your online brand and how you show up,  
that's how most recruiters are going to find you.

That's how most of us do our jobs,  
and so having a presence that's representative of who you are is vital.

So your LinkedIn, your handshake that should read the same as your resume.

You want to show as many people as possible what you have to offer,  
whether or not you can see them in person or not.

A lot of how recruiters do our job,

is through searching things that are important.

Having that leadership on your LinkedIn page that allows me to find you.

The more you use online presence,

the more that you fill out your LinkedIn page,

the more that your handshake is accurate,

that allows you more exposure to different people,

and then people are reaching out to you on top of you being able to reach out to that.

I would say what I look for a couple of easy things.

Like grammar and spelling,

like look at that, like you would look at a homework assignment.

I think something students don't necessarily always think about is a professional e-mail.

Your e-mail should be last name and first name.

Don't put anything else in there.

Then I think it's really just representative of who you are,

the things you've done.

Sometimes students underestimate the value of the things that they've been apart of.

Like, are you a club president,

have you won a project or a case study,

what have you really been working on and how do you put that on your LinkedIn,

your handshake, and really make sure that people can see that.

Different companies are going to look for different things

depending on the role that they're staffing.

But really it's just about representing yourself,

and all of the wonderful things that you've been

able to accomplish during your time in school.

>> Sorry, it's muted but yes, thank you Victorya.

I agree with all that.

That is really good advice and valuable advice that I hope that we can all learn from because their virtual presence is really important.

Then moving on to our final individual question, which is for Adam.

He's with syntax and it is, the realization that any good relationship is a two-way street, how can a student be a good networking contact, and what could a student offer to seasoned professionals?

>> Absolutely. This is pure networking right now, what we're talking about.

Online is so much different than in-person.

There's a few different tips or tricks, right now it's going on.

Definitely LinkedIn has been mentioned, you're going to probably shoot a personal message.

I'd definitely check your grammar, keep it professional.

Tell a little bit about yourself, make sure that you're setting yourself apart from everyone else.

Maybe attach your resume.

You can send a link or have that in there.

Also just link to your LinkedIn profile that way they can find it easier.

Set up an informational interview is also a great way to get yourself out there.

Sets up a time and place for you to get more in-depth, talk to the recruiter,  
see what they're looking for,  
and then what opportunities you have to network more. It's a two-way street.  
It's like a dating,  
you want to have both sides interested in each other,  
you want to be able to see that there's a future together and imagine where that'll go.  
Both sides are thinking about it that way.  
You as the recruitee,  
you need to see the company,  
get to know their culture,  
a little bit about what they're going to actually be like.  
They can tell you everything,  
ain't always going to be just rainbows.  
But what do they actually have experiences about?  
What do they know?  
Who are they talking to,  
and how did they get to where they're at?  
That's really important for yourself to know what you're getting into.  
Then the recruiters looking at yourself,  
want to know your background.  
Will have your resume or submission about yourself ready to go.  
But then also while you're talking to someone,  
your positive energy, a smile goes a long way, that type of thing.  
Eye contact has been mentioned, all that good stuff.

Hopefully everyone's been practicing a little bit,  
getting ready for the career fair.

Always helps to grab your roommate, say, "Hey,  
I want to practice, makes sure I put my best foot forward."

Seasoned professionals really are looking for that next leader of their company.

I'm sure everyone here recruiting is saying,

"Hey, who's going to make an impact?

How are they going to do it?

I'd love to learn what their background is and why they know they can do that.

Having your own experiences ready to go,

a couple projects you worked on,

a couple positions you had,

some things you implemented.

What happened, what you did, and what was the result.

This situational response is definitely what people are looking for.

Have some ideas prepared, practice it.

Little elevator pitch about yourself.

Definitely being prepared for those seasoned professionals.

>>Absolutely. Thank you, Adam,

and thank you-all panelists for answering your individual questions super thoroughly.

We want to go ahead and open up questions for the audience. Actually, yeah.

We're going to go ahead and do this one first.

We're going to ask a final question Of all the panelists and it'll be,

what is one thing you hope students to take away from this event?

>> I think I'll go first. I want students to take away everything that we've said as recruiters, and take it away as soon as possible, take it away freshman year, sophomore year, junior year as soon as you can. During this time, my LinkedIn is blowing up. This is our Super Bowl for recruitment. Some people already got offers for internships in college positions or college graduate positions. You want to start this as soon as possible. Because right now when you look at my e-mail and it gets 35 and hour, it's hard to keep up. Sometimes my LinkedIn does get a little day or two behind. But take all this advice we gave you and start as soon as possible. Research your employers, research who you're going to be talking with, look at starting the get to know you process during the recruiters downtime or not busy season. That's my ask for everybody to take away today.

>> Does anyone else want to add on to Michael's response?

>> Yeah, I think to follow up.

Obviously, like I mentioned, treat live virtual setting as similar as you can as an in person setting for how you would react or put yourself forward, but also just be yourself.

Be excited. Like a lot of folks have mentioned.

You have a lot of resources at your fingertips,

and you have a lot of eager companies looking for leaders like you that are really motivated and driven to jumpstart and

kickstart your career for after school or maybe it's an internship.

Like he mentioned, start early.

The biggest thing for LinkedIn,

I think as well,

and I think someone started mentioning is connect with us,

but also take that extra 30 seconds to just type in a note,

because that's when we can see that someone's eager

and we're going to reply back and then we're going to get the conversation going.

Make sure you're taking that first step if you're reaching out to somebody to communicate and whatnot.

But I think overall this is step number 1.

You know that you guys are here and participating,

and speaking with all of us.

I know for myself at least,

but I'm sure others are going to be at the accrue networking nights,

as well as the career fair and resume refreshed.

Please use, please do not hesitate to connect with me and reach out,

and I'm sure they're going to share our contact as well as you can e-mail.

But now we're really excited for you.

It's a crazy time right now,

so excited to everyone and really just go

out there and be yourself and get some questions answered.

>> I'd also add my final takeaways if you don't mind.

For those of you with the video on,

raise your hand if you've registered for networking night or career fair virtually.

All right. They have.

My recommendation, every single hand should be super high in the air.

Adopt that why not mentality,

and sign up for every single employer that you can.

If you're just interested or maybe you just heard from a friend on campus that,

so-and-so will be there,

so and so is doing this type of job,

sign up it is 10 minutes.

You can scroll TikTok mindlessly for three hours,

or you could meet with 18 employers.

I'm not sure about you,

TikTok is super fun. Yes, I agree.

But you're going to find a job by meeting with 18 employers,

not by scrolling on TikTok.

Adopt the why not.

Try, fail, try again.

You are not challenged unless you're uncomfortable.

Please every hand should be in the air.

Sign up and just market yourselves,

get out there and network.

I better see all your names coming to my booth.

>> I agree, Marnie,

I think to be really open.

Like Marnie said like why not?

But also, when you're adopting that mentality,

if you come to someone's booth because you don't really know what you want to do.

But then the first thing that you say is,

I exclusively want to do that.

That's not really adopting an open mindset.

Really think through you're one,

number 1 non negotiable.

For me, I wanted to work for a company that I was proud of,

that I could put my name on,

that I stood with their values.

Number 1 thing job I did I was like,

I don't know what I want to do.

My degree is in women's studies.

I wanted to work in non-profit.

That doesn't actually pay.

I said number 1 thing,

I will not work for a company that I don't fit by the values that they have,

and then I just tried things and

figured my way in a career that I was really excited about.

When we say be open,

I truly mean be open and think about that number 1,

non negotiable, this is really important and they go from there.

>> As my takeaway, hope everyone heard,

I think there was a piece of this and every panelist up here

is that they're looking for positive, genuine energy.

That's going to be what separates you in those conversations.

They're going to look for it and sense it,

and that's what's going to set you apart.

>> Absolutely. We want to open up this next session for questions.

If anyone has questions,

feel free anyone in the audience to turn on their mic if that's what they prefer,

to use the raise hand function or to just type it in chat.

We'll be monitoring those to make sure

that if you do ask a question in chat, it gets answered.

>> You have several questions from the audience.

I want to get to the first one here is from Katie.

Do you have any recommendations on how to market yourself if you're

returning to online school [NOISE] and maybe don't have the campus connections?

>> It say, what do you do with your community connections?

What do you do locally?

Maybe in your home city or wherever you're at.

Find some internship that's locally,

maybe reach out to a non-profit,

do some volunteering that's important too.

To say that you're invested in helping

the community that's something else that sets you apart.

>> Yeah, I think you like leverage LinkedIn.

If you go to Washington State University's page in LinkedIn,

you can search alumni and look for

your peers and just stay connected to your peers that way.

Even if you're not physically on campus with them,

you can still stay connected and just send them a note and say like, "Hey,

I'm also a junior studying marketing.

Do you want to get virtual coffee or whatever that looks like?"

But you can still stay connected to that network of

peers that you would have on physical campus with an online resources.

>> I say start freshman year if you can.

If you're a little bit later than that,

that's fine to answer that question,

but recommendation of marketing yourself is

what we just talked about with different community involvement.

There's still community involvement going on in a virtual setting.

There's extranships that are going on.

Companies are offering different small bite-size learning

for students about their organization.

Go into their website check out their students in grad portion.

Also too, networks, put yourself out there,

make some comments on some industry news,  
positive comments or share something great about your school,  
things of that nature because you never know who's going to be  
seeing that personal brand you're putting out there on LinkedIn,  
they may want to connect with you.

Also, too, reach out to individuals who've maybe you've worked with in  
the past because they can also offer you some insight into that organization,  
but definitely start doing this stuff freshman year or sooner as you can,  
because there's a lot of engagement pieces out there,  
even for high school students in stem.

You want to start as soon as possible.

I can teach you everything about how to be a business analyst  
or how to be a marketing specialist here at this organization.

I can't teach you how to play well with others by going out there in your community,  
by doing these different extracurricular activities,  
whether it would be a project within the school business or  
something like that or another organization.

That's actually going to show me how well you  
can communicate with others because I may ask you an interview question,  
tell me about a time where you had to work with  
people who were very different from yourself.

We can teach you a lot of things.

We just can't teach you to play well in the sandbox,  
but your examples that you use from

that community involvement and those other pieces can really go a long way.

>> That really addresses this next question that we had.

But I'll see if someone else has something to add to this.

[inaudible] asked, as a freshman,

I don't have much to put on LinkedIn,

how can I make my presence stand out.

I think Michael addressed some of these things is getting involved.

Anyone else have something to add to that?

>> Yeah. Think about the things that you've been involved with.

Have you done volunteer work?

Have you been part of a class project?

As you get more and more media thing you can take those off.

But for now, really think about the things that you don't necessarily consider a job experience but as Michael explains show that you can work well with others.

Then as you get more involved,

you'll get more experience.

That adds a little bit more teeth to it but don't

undervalue the things that you're already doing and not add those to your profile.

>> You can also ask for recommendations on LinkedIn.

Not everyone may read them,

but I think it's fun.

Once again, that networking piece if you're

going out of your way to request that from someone

maybe a job or a volunteer or whatever it is that you do have on your profile,

they can provide you with a recommendation that others can see as well.

>> It's also a lot about how you discuss your experience.

Say you're going for a sales job,  
but you don't have sales experience.

You can say, "Hey,

I don't have sales experience,

but I once told my parents on why I should get a new car or stay out past 11:00."

You can use your experience,

is not directly related,

and spin it to something that showcases your responsibility or your sales skills.

I don't know much about wine,

but I really love agriculture and love what you're doing with sustainability.

That sparks a conversation.

>> Thank you.

>> All of you over quantity. You can be in 10 organizations,

that's great, wonderful. I have memberships.

I read a magazine now,

but are you actually part of three organizations that you're the chairman of this,  
you're the social chair of that.

You're using Excel, you're having to e-mail,

others, you're meeting deadlines.

That's what I mean by the quality deeds.

You're actually stepping out of your comfort zone and learning something.

The biggest thing that surprised me when I came to

corporate America is the use of technology,

especially in these later days.

If you have an opportunity to be part of an organization,  
actual active member and you have to use Excel, go for it.

Excel skills are great.

Everybody loves them, especially other programs as well.

Remember that quality over quantity.

>> I can also say as a freshman,

if that's yourself, you're so far ahead of the game right now.

Kudos to you, you've got plenty of time to get your experience.

All your professors have opportunities, reach out to.

The ones that you're close to, say, "Hey,

how can I get involved with some of your work."

Experience is going to develop through that.

>> Thank you. Great advice, all of you.

Also, the students, if you would like to just ask your question verbally,

you're welcome to raise your hand and we'll let you ask.

But right now Katie has a dilemma.

She wants to know when she should start scheduling

these one-on-one meetings with the recruiters.

She doesn't want to waste their time as she still has 3-4 years of school remaining.

How do you respond to that?

>> Start early.

[OVERLAPPING] Start early because you

may start a connection now that will lead to something long-term.

That's what networking is all about.

It is never too early.

You could be a freshman, you could be a 5th year I don't care, start early.

That is the time you will never waste

the recruiters' time by meeting with them and creating a connection.

Start today.

>> Yeah and I also think if a recruiter tells you that

you're wasting their time or make you feel like you're wasting their time,

then you probably don't want to work for that organization anyway so value-added also.

>> Ask what they're looking for and that way you can put together

a plan and strategy to get to where you want to go.

>> Fabulous. Tyler is asking,

what's something that you regret doing or

not doing while searching for a job or an internship?

>> I think Victorya nailed it.

I really wanted this job at Stryker,

I don't know if you guys know Stryker and I was interviewing for it,

and I really wanted this job.

It sounded awesome, it was in California,

I had to leave Idaho.

When they asked me, I mean,

Victorya you literally said this,

what do you want to do when you graduate?

I want to copy in broadcast journalism.

Of course, I didn't get that job, no wonder,

I'm literally interviewing to work for them

and I said I want to go do something completely different.

Know who you're talking,

to, know your audience,

and maybe you don't know what you want to do and say like,

"I'm not quite sure yet,

but really I'm excited about this opportunity and I want to pursue it further."

>> Yeah, I agree. I also think just not asking questions that portray interest.

When I think about maybe early interviews that I did and they

said do you have questions for me and I say no.

That doesn't really show what kind of interest.

Think through what you're going to ask about company,

look at their website,

look at what they're working on,

looking at what's important to that company and have

a really great question because that can be the high level of interest.

>> Alex asked, what is the biggest strength you look for as an employer and

how can we portray our strength to the best of our abilities in such a virtual setting?

>> I'd say every company is looking for the next leader.

So leadership, how you've developed that,

I've sold myself and I like this skill as a servant leader,

how do you serve others as a leader?

What do you do to better a team?

What ideas do you come up with?

How do you always develop those around you?

So that's a great skill to have.

>> I agree. I think we've talked a lot about, even in addition to leadership or ties in as just being yourself and being that your authentic true self and coming across in a genuine way and really sharing what's important to you and what you want in life, but then also in terms of communication skills, and we've talked a lot about high-energy and being positive and whatnot, but I think overall too, I really look for those hard workers. I think when you can really share concrete evidence or details on how you may have worked hard. Maybe it was a job while you're going to school, maybe there's something outside the school, maybe it's something family related, whatever it is just to show that you're going to be a hard worker and you have that motivation or self-determination to grow and better yourself and develop even if it is a new industry or whatnot, I think those are all qualities that we all look for.

>> Yeah, I love that.

I think Michael touched on it earlier,

but hard skills are teachable.

I can teach you everything you need to know about a store,

those are all teachable things.

What I can't teach you is how to lead,

engage and inspire a really diverse workforce,

which would be the position you'd be going in to a Target,

and so those soft skills are what we look for as a company.

I think too, one of the things that I see

a lot of students shy away from is their failures,

so learning how to talk about how you pick yourself back

up and learned and grew from the things that you did wrong,

I think is a really important skill to be able to show and show the level of resilience

that I know Target looks for and certain that all the other employers look for it,

but that ability to not take failure as,

oh, well, I guess I got to pack it in,

like you show that ability to have grace and failure and to then make a plan from it.

>> I agree. Our next question is from Emily,

and it says, what are some questions that you as

recruiters like to be asked during 10-minute sessions/interviews.

>> I really enjoy questions at prove you've done research.

Victorya, I think you were saying it earlier,

and not just to do a little bit of research like, oh,

I hear the culture and Gallo is great.

You could do a two-minute Instagram search  
or Google search like you're actually standing in line at a career fair,  
you know you've got a couple minutes, pull out your phone,  
do a little research, and instead of saying,  
"Tell me about the culture at Gallo," you can say,  
after two minutes research, "Marnie,  
I thought that innovation was a core pillar of Gallo's values,  
can you tell me how that relates to what you do every day?"  
It goes from a good question to a wow question,  
like she did her research,  
she's clearly interested in what we're interested in, wow.  
So not just questions to show your interests,  
absolutely you want to show your interested,  
but questions that shows you've done your research and are interested in  
pursuing further about what the company is about too.

Those are the yes,  
sign me up questions.

>> Does anyone want to add onto that?

I know Marnie did a pretty thorough job,  
but just want to open that up.

>> I totally agree, I think just,  
and then expressing that you  
understand the scope of the role that you're interviewing for.

So questions that point to the actual role that you're interviewing for.

For example, I had someone who was interviewing for a source leadership role that asked me about marketing campaign.

It's probably not super relevant to the job that you're doing, and so really showing that high level of interest in not only the company, but also the specific position that you're interviewing for.

>> I think in the past,

we've had candidates in-person too,

I've shattered interviews where

my VP of sales or director of sales is telling a candidate like,

hey, put your notepad away,

I want to hear from you what you generally want to know,

what questions you actually have for me in this moment,

but I think both Victorya and Marnie make

a very good point of adding that wow factor in terms of

actually doing your research and not just any other question you could ask anyone per se.

>> Our last question is from Alex.

He said, what was the largest thing that surprised you in terms of

expectations from being a student to

your first or even first few years of being employed?

>> Maybe it's something you should expect,

everything's a group project.

So those are things you may be shy away from in school,

but you really should embrace them,

that's going to be life,

that's going to be every work-place, environment.

Every initiative you take on,

you're going to need help and you're going to need to organize something.

So it shouldn't be surprising,

but definitely something you have to get used to or embrace.

>> I would say not understanding or utilizing my resources at the university,

whether it was virtual or in person,

not taking advantage of the career center and

looking over my resume or doing a mock interview.

I definitely didn't use all the resources to my advantage,

and right up, you guys,

you pay for it, use it.

You are literally paying to go to school,

use these resources, and then summer break,

I really miss it. [LAUGHTER]

>> [OVERLAPPING] One thing that surprised me I guess,

coming into the role was,

I think how prepared I was and how much the things that I was doing in

terms of like club and school activities really translated to the role that I was doing.

I think I was surprised by that,

and like Marnie said,

no summer break, school,

enjoy that because work can be really long,

and then just some of the greediness at that you have to have when

you have a career versus a short-term role.

>> I want to just wrap this up by saying thank you to all the panelists and thank you for all of our audience, we're being engaged with this CNN panel.

We really appreciate it,

I just want a last little touch up with Leanne, she's going to go over some upcoming events with you guys.

>> Sorry, I needed to unmute. Thank you.

As Paris said, we really appreciate lots of good information tonight.

I want to remind students this is how you reach us if you need any assistance.

I know the panelists were mentioning, take advantage of the resources available to you.

This is where you can go [wsu.joinhandshake.com](http://wsu.joinhandshake.com), and set an appointment with us.