



Supporting ACE Students in Building their Network

FALL 2025 TRAINING SERIES

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If you could travel anywhere today,

WHERE WOULD YOU GO?



TRAINING OBJECTIVES

- Icebreaker
- What is social capital
- SMPS - Networking benefits and how to's



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ARCHITECTURE • CONSTRUCTION • ENGINEERING

Social Capital Self Reflection Activity

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IT'S ALL ABOUT WHO YOU KNOW...

Some estimates suggest that up to 70% of all jobs are not published on publicly available job search sites, and research shows that anywhere between 50-80% of jobs are filled through networking.

<https://www.cnn.com/2019/12/27/how-to-get-a-job-often-comes-down-to-one-elite-personal-asset.html#:~:text=The%20old%20adage%20%22it's%20not,to%20compete%20%E2%80%94%20their%20social%20capital.>

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WHAT IS SOCIAL CAPITAL?

"The **RESOURCES** that arise from a web of **RELATIONSHIPS** which people can access and mobilize to help them improve their lives and achieve their goals, which inevitably shift over time."





Networking is who you know.

Social Capital is the value derived from those relationships.





BENEFITS OF SOCIAL CAPITAL

- Increased confident
- Increased progress toward education and career goals
- Higher educational attainment
- Improve work readiness skills
- Opportunities for career advancement and promotion

<https://searchinstitute.org/social-capital>



Social capital is not always equitably distributed

- Access to summer camps and enrichment opportunities
- Parental education attainment impact
- Significant difference in number of non familial adults in lives
- Occupational inheritance

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<https://clp.law.harvard.edu/knowledge-hub/magazine/issues/portraiture/following-in-their-footsteps/>

<https://www.cnbc.com/2019/12/27/how-to-get-a-job-often-comes-down-to-one-elite-personal-asset.html#:~:text=The%20old%20adage%20%22it's%20not,to%20compete%20%E2%80%94%20their%20social%20capital.>



ACE MENTORS INCREASE ACCESS

- Guest Speakers
- Field Trips
- Introduction to Professional Organizations
- Incorporate networking into ACE sessions
- Set up a linked in page
- Resume Workshop
- Put ACE opportunities on Repeat!



IDENTIFY SOCIAL CAPITAL

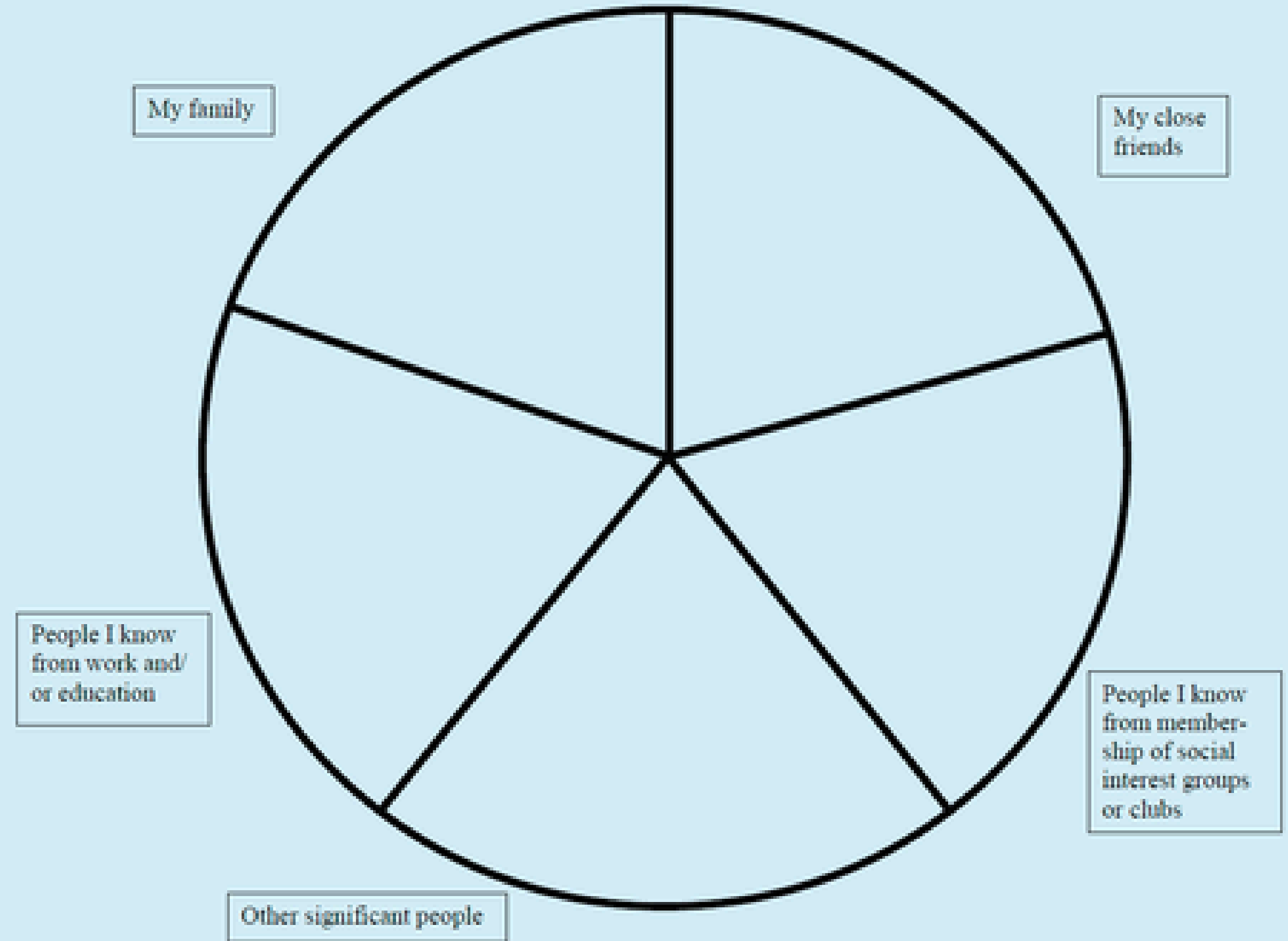
ASSET MAPPING ACTIVITY

Identify
Catalogue
Goal setting

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Student
identifies
their
network.



Analyze the student's social capital

IDENTIFY THEIR GOAL:

1 i.e. go to college to become a civil engineer

WHO CAN HELP ACHIEVE THIS GOAL?

2 Go back to the Asset map

IF THERE IS A 'HOLE' IN THEIR NETWORK

3 how can they build capital
how can ACE support them



Dr. Paula Stamp, MBA, FSMPS, CPSM
SMP Society President



Marci D. Thompson
CEO-SMPS & SMP Foundation

Networking that Works: Business & Student Strategies

Why networking MATTERS

- Definition: Networking =building relationships and exchanging information with others to create mutual value
- In business: Opens doors, referrals, partnerships, career opportunities, learning
- For students: internships, mentorship, learning and job leads, learning
- “Your network is your networth”

smps





The Mindset: Give first, don't just take

- Better to show interest than to be interesting
 - Every interaction = opportunity to add value
 - Focus on how you can help others (advice, connections, resources)
- Build genuine, mutually beneficial relationships

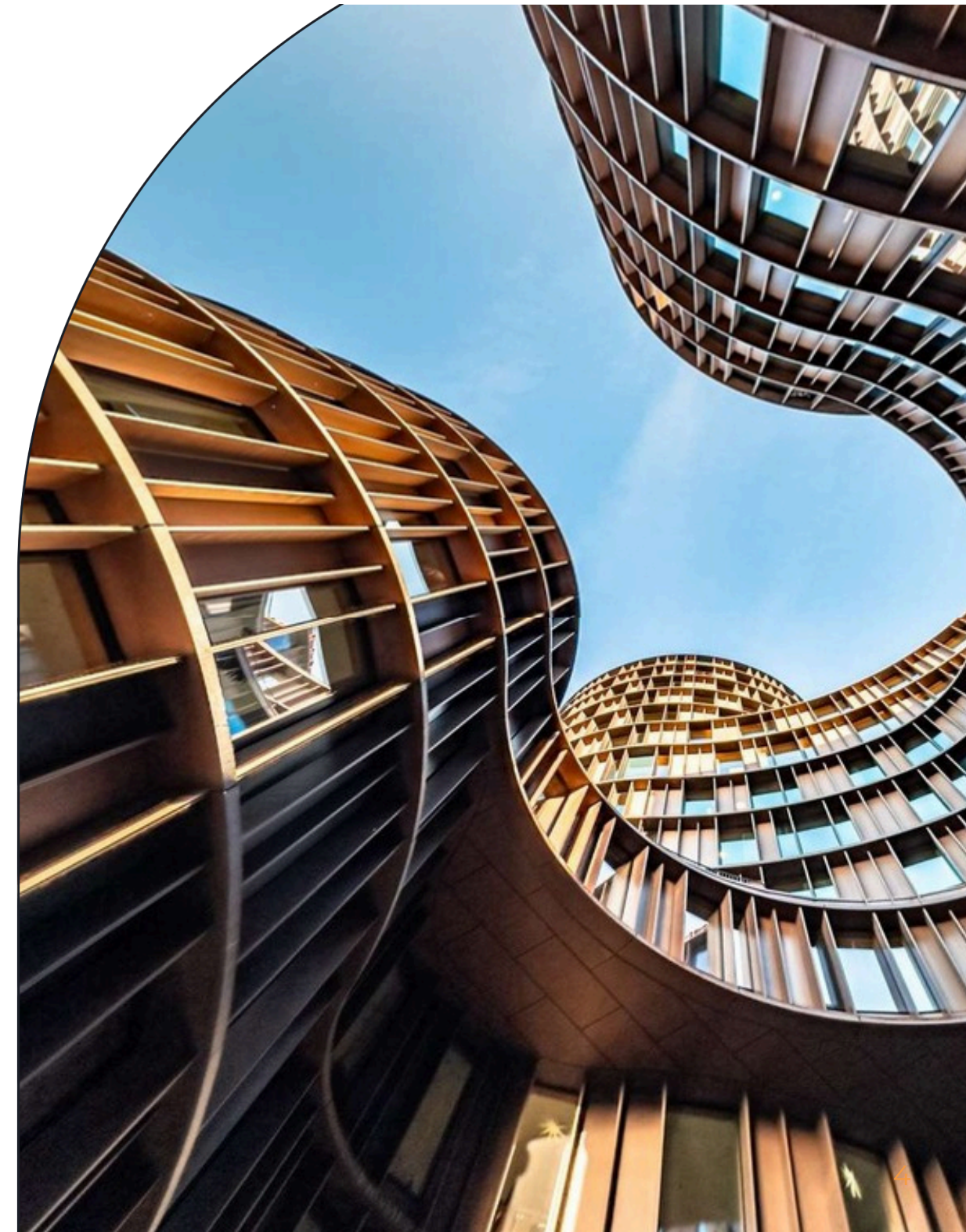


The Art of Asking Questions

Why questions matter:

- Elicits information
- Shows curiosity
- Gives the other person space to talk
- Opportunity to learn

Ask open-ended questions



Open-Ended Questions (and How to Use Them)

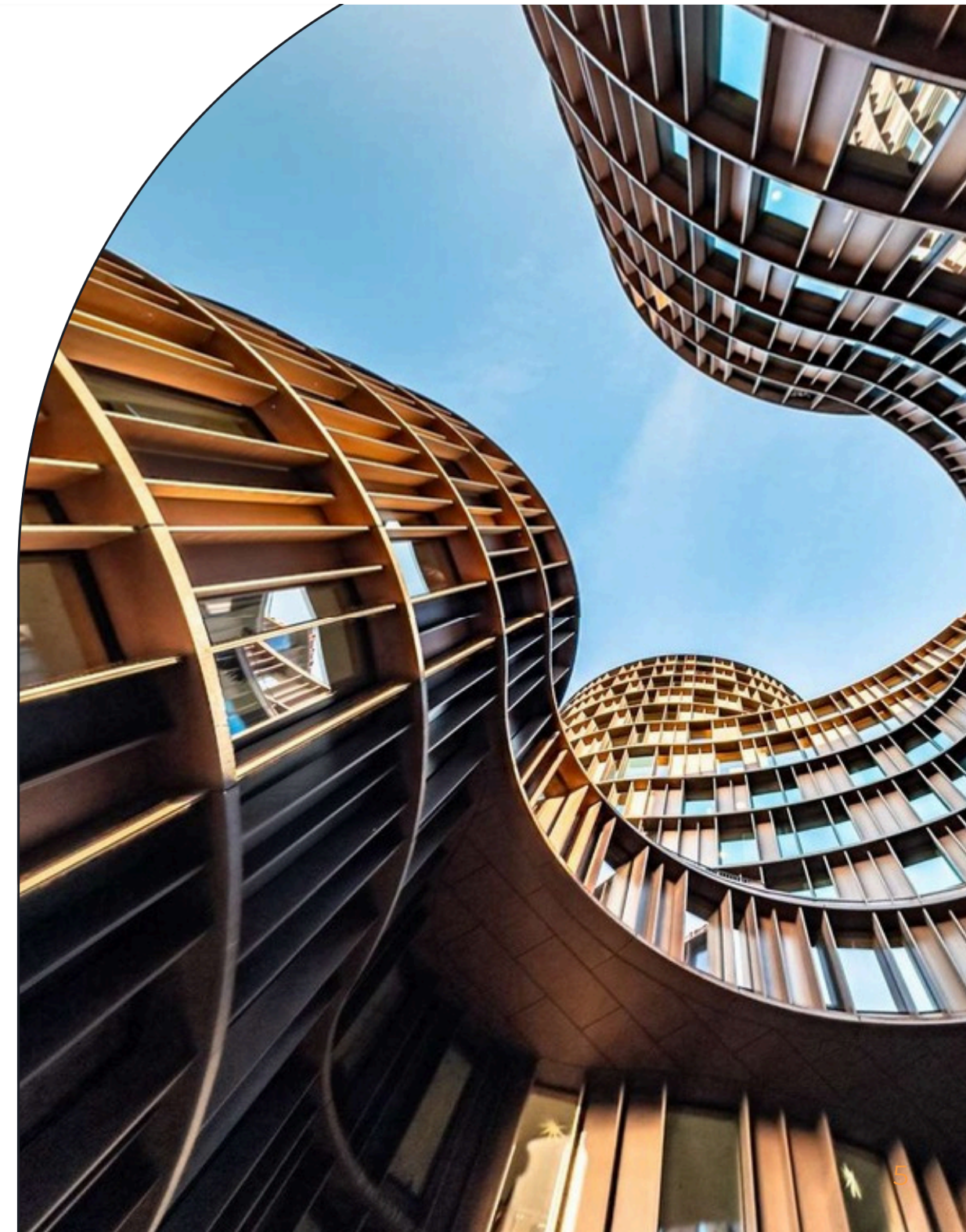
Definition: Questions that CANNOT be answered with a simple yes/no

Examples:

- What led you to choose your field?
- What is the most rewarding aspect of what you are studying now?
- What advice would you give someone entering this industry?

Tips: Start with what/how/why/tell me more

Use follow-up/ probing questions



Better to Show Interest than to Be Interesting

Principle: people respond better when they feel heard

Techniques: active listening
(paraphrase, nod, ask clarifiers)

Use the 80/ 20 Rule:
you listen~80%, ~you talk 20%

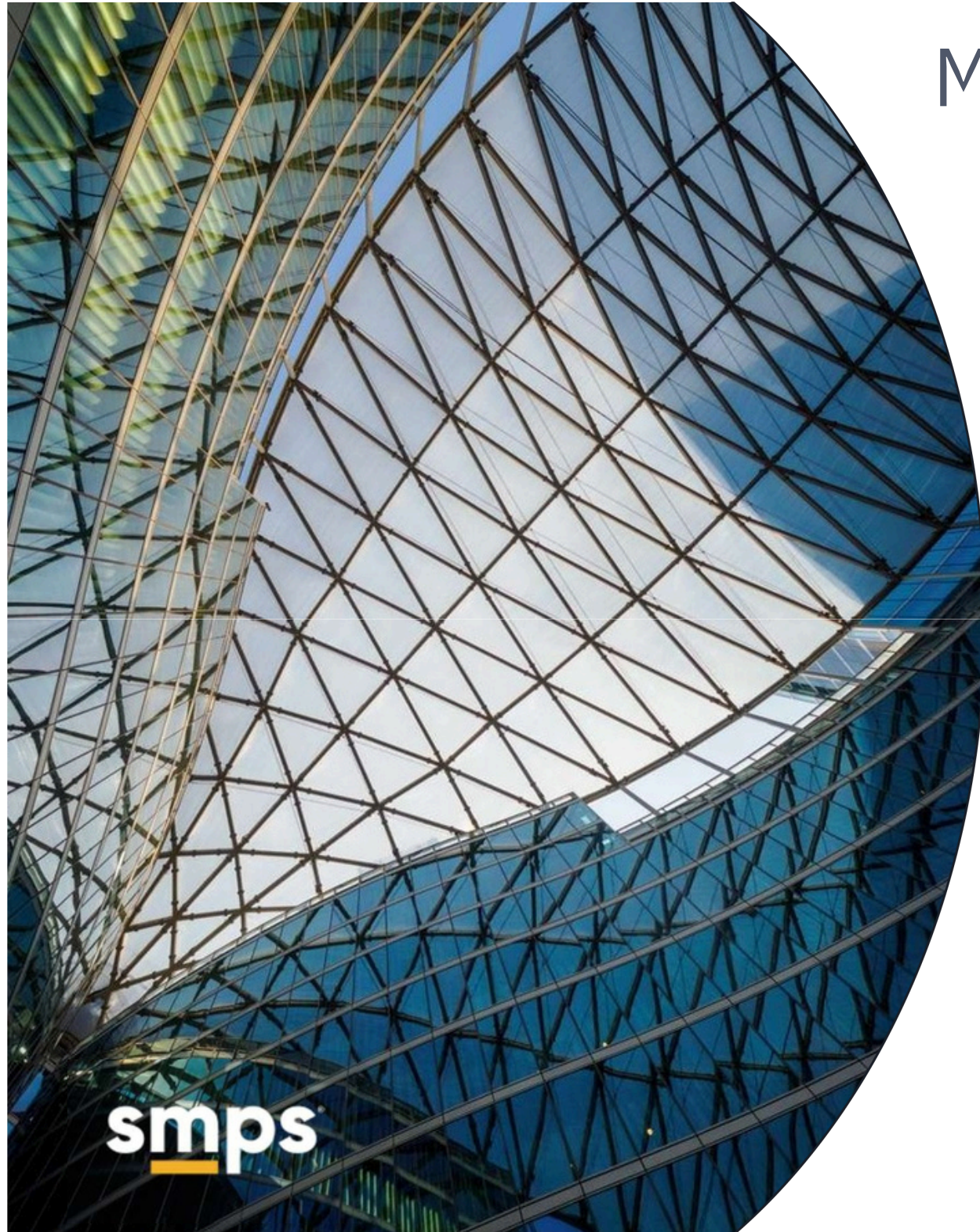
Avoid making it a monologue





Physical Presence & Nonverbal Communication

- Body language (posture, gestures, leaning in)
- Eye contact, facial expressions, open stance
- Voice: tone, pace, clarity
- Dress appropriately for the situation



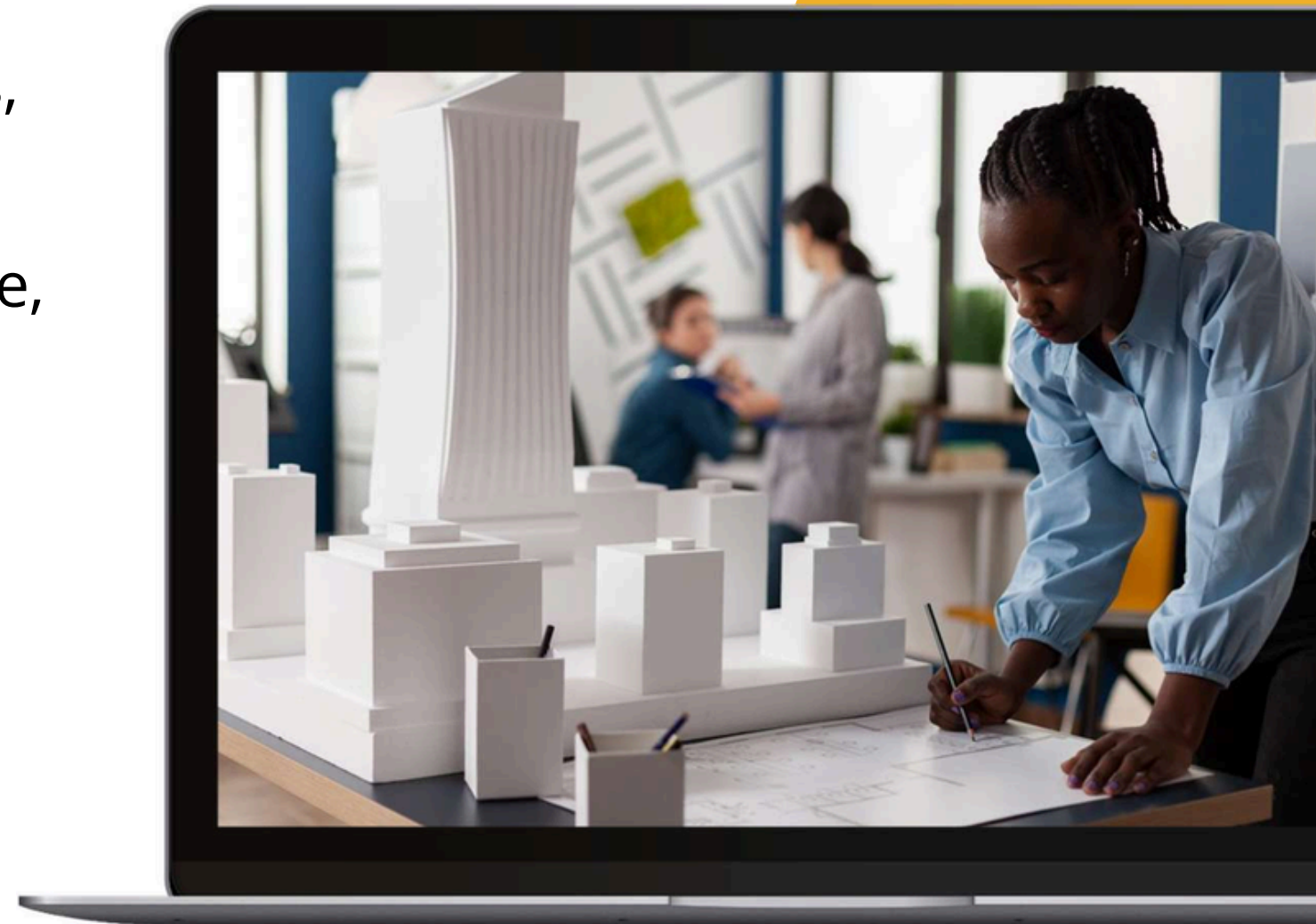
Meeting a Stranger-What to Do in Group Settings

Strategies for approaching groups/individuals

- o Watch for open body language
- o Enter a group by listening then contributing
- o Use the person's name early
- o Use bridging: "I heard you mention X-I also"
- Circulate, intentionally (don't stay in one spot)
- Use name tags/ business cards
- Set goals (i.e. meet 5 new people)

Online & Hybrid Networking

- 01 LinkedIn/professional networks, digital presence
- 02 Engage content, comment, share, post
- 03 Virtual events, webinars, breakout rooms
- 04 Etiquette online: prompt responses, personalize messages





Networking as a Student Starting Early

- Don't wait until you need a job
Build networks now
- Use campus events, clubs, alumni, faculty, departmental seminars
- Build relationships with classmates and peers (your cohort becomes your future network)
- Family, relatives and friend connections

Networking Challenges & Overcoming Them

Shyness/Social
Anxiety: start
small, practice,
warm up



Fear of rejection:
reframe as
learning, low stakes



Running out of
things to say:
prepare
questions, topics



What if there's nothing
in common?: Shift to
broader topics (goals,
industry trends)



Follow Up & Maintain Connections

Why follow-up matters

Many connections die if you don't follow-up

Strategies

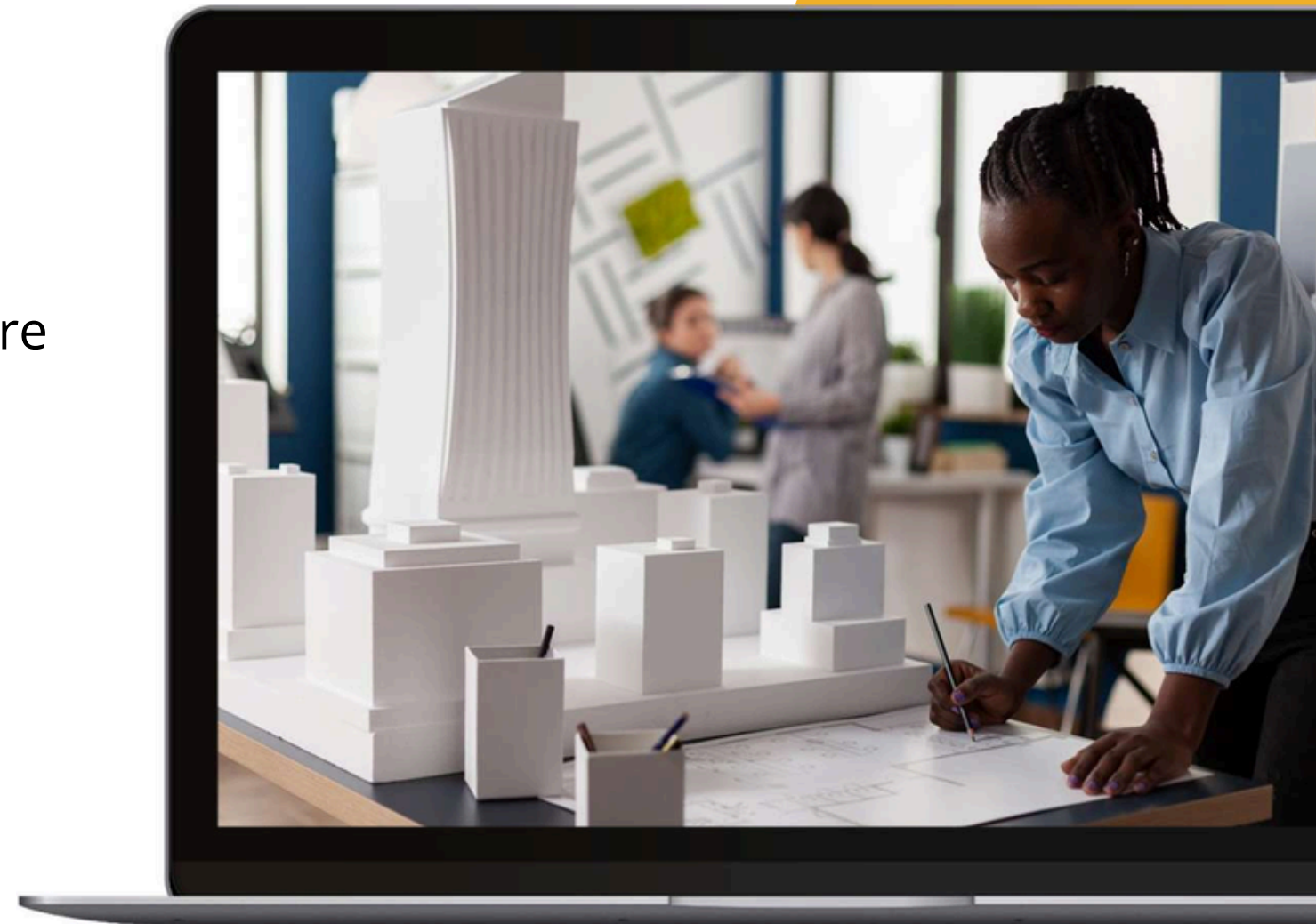
Send thank you note, LinkedIn message, share resource, check-in

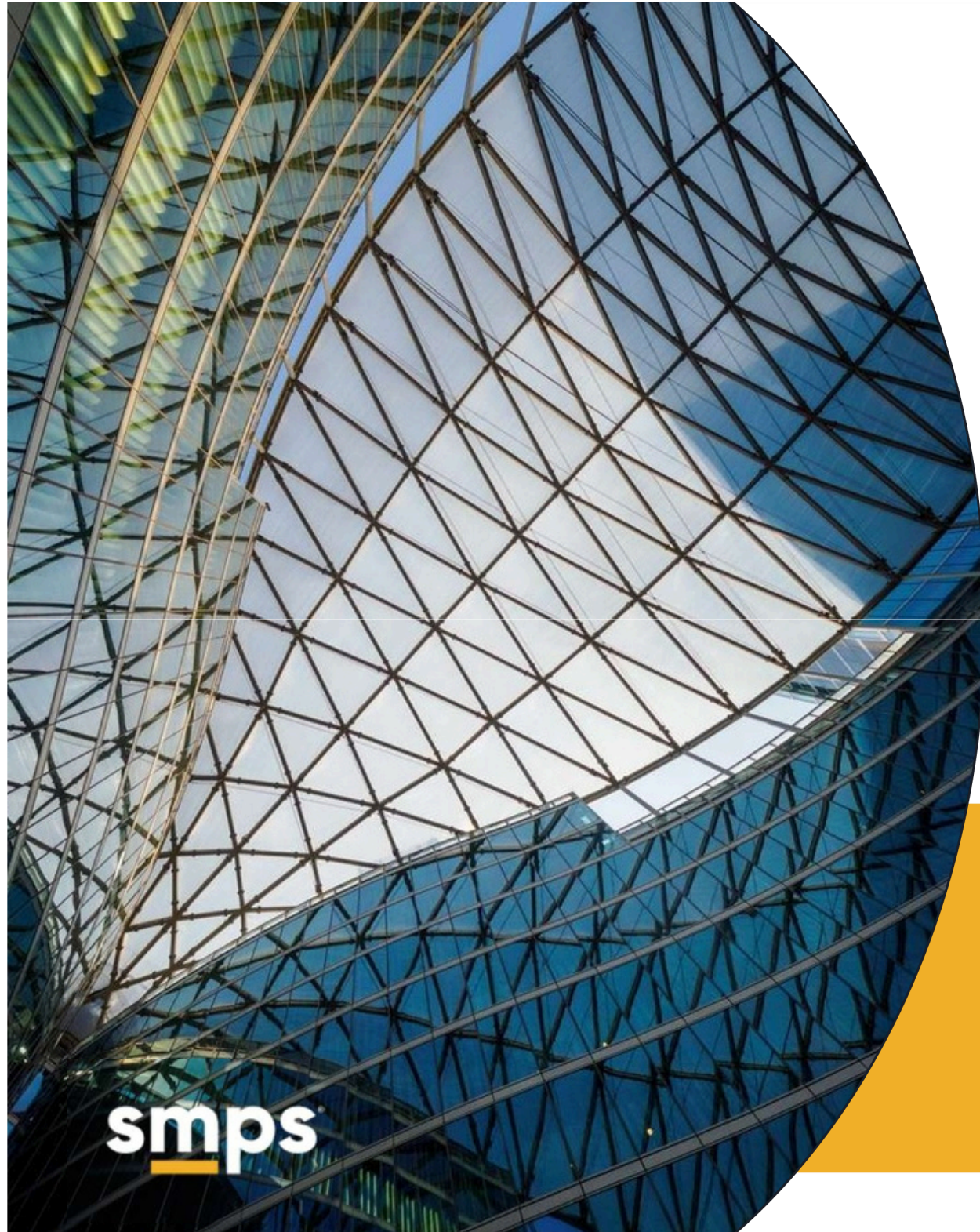
Timing

Within 24-48 hours

Keeping in touch periodically

Quarterly, birthdays, updates





Networking Etiquette

- Don't dominate the conversation or brag
Avoid using people just for gain
- Be punctual, respectful and polite
Don't push your agenda too hard
-
-

Test Out Your Networking **SKILLS**

- ACE Mentor meetings and events
- Industry events
- SMPSevents
- Campus clubs
- Community events
- Internal company meetings

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Recap & Best Practices

Mindset: give first/show interest

2.Open-ended questions & listen

3.Physical appearance &
nonverbal cues

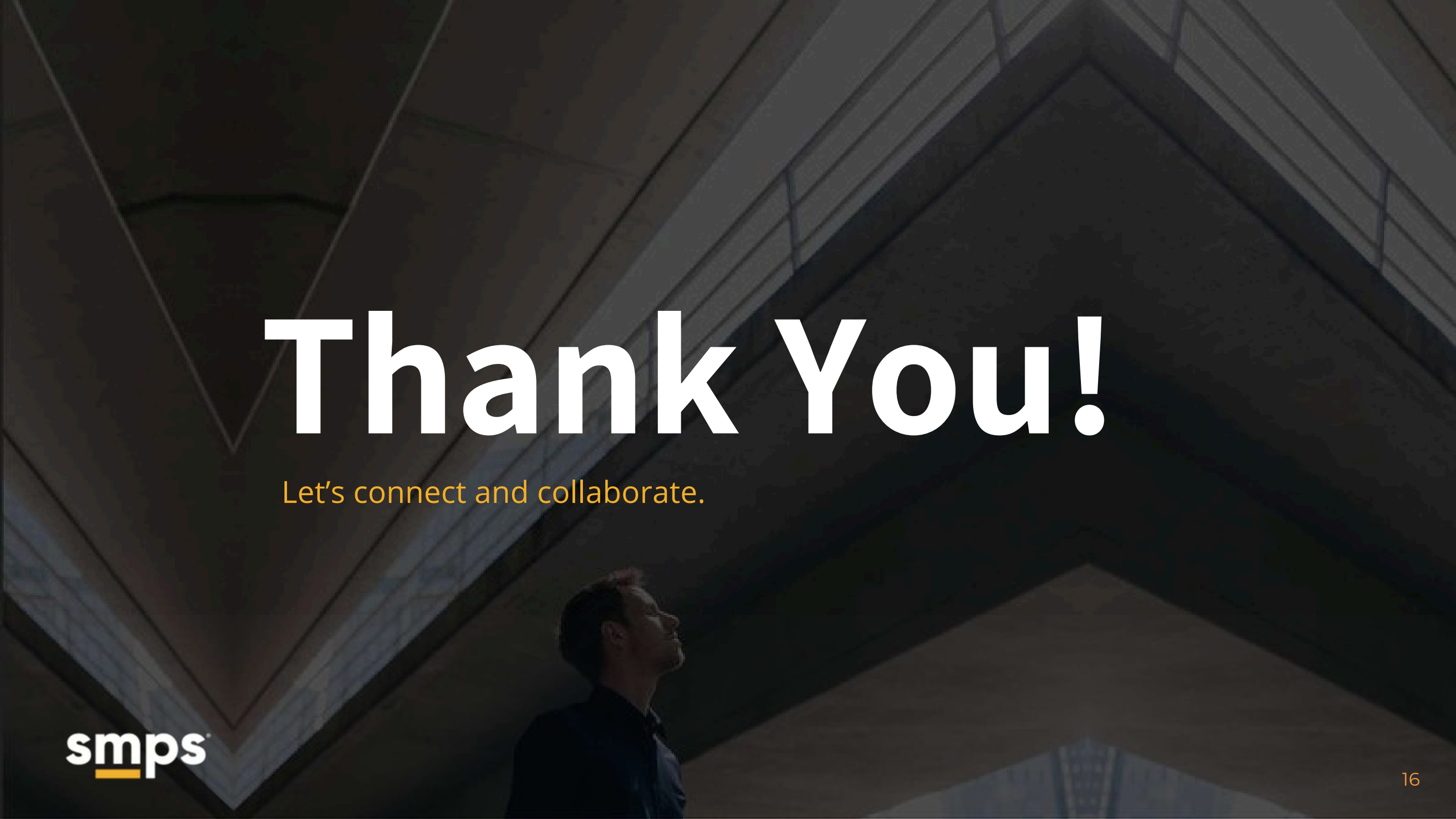
4.Groupsetting networking
strategies

5.Follow up& maintain

6.Networking etiquette

- Callto action:pickone
networkingaction to try this
week





Thank You!

Let's connect and collaborate.



QUESTIONS?

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Remember.... **PRACTICE MAKES PROGRESS**

