

NETWORKING / JOB SEARCH COMMUNICATION PLAN & TRACKING SYSTEM - SAMPLE

Name of Company	Core Focus & Interesting Points	Initial Communication Date & Summary	Contact Person	Results of Communication	Follow Up	Continuous Research	Action	Results	Follow Up	Results	Continued Results
XYZ Company	Marketing Firm , Lead mktg. firm in the region, provide services for top 10 grossing companies in the area	12/19/XX - Identified myself as CSUB student, mentioned my current career exploration and complimented company on accomplishments, etc.	Ms. Jane Doe	Positive, asked for resume, encouraged me to keep in contact	Send Resume & thank you message via email, 12/20/XX	Weekly monitor website and google the company for information, articles, etc.	1/15/XX - Called Ms. Doe to congratulate company on recent award noted in newspaper, also discussed job shadowing	2/1/XX Job Shadowed a marketing manager, learned so much! Asked questions about projects and volunteered to assist!	2/2/XX - Sent thank you email to mkt. mngr., reminded her of my interest to volunteer with project	2/7/XX - Received word from Ms. Doe that the mkt. mngr. can use my help 5 hours per week!	6/10/XX - Attending conference w/ mkt. mngr. (mentor) and hired as a paid intern, building relevant skills!
Name of Company	Core Focus & Interesting Points about the company	Initial Communication Date & Summary	Contact Person	Results of Communication	Follow Up	Results	Next Communication	Results of Communication	Results	Results	Continued Results
ABC Services	Helping Profession, work with special needs children and youth, honored locally for contributions to community, specialists in the state, provide community training	5/6/XX - Emailed resume and interest letter to organization	5/11/XX - Mr. John Doe	By 5/10/XX - No Reply	5/10/XX - Phoned organization to request acknowledgement that resume was received	5/10/XX - Informed that my resume was placed on file, <i>"we're not hiring right now"</i> Thanked the receptionist and indicated that I'm actually exploring career options and would like to ask a few questions of a program coordinator to understand the field a bit better. <i>"Okay, not available right now, call tomorrow"</i>	5/11/XX - Called and spoke with Mr. Doe, program coordinator, asked about job shadowing or volunteer opportunities	5/12/XX - Sent thank you message to Mr. Doe via email 6/10/10 - Participate in volunteer training, begin volunteer work on 6/20/10 with 10 hours per week	9/10/XX - Meeting other agency reps through the volunteer experience, involved with a local community project	10/22/XX - Expanding my list of contacts through involvement with community project, great reference letter from Mr. Doe	12/10/XX - Now a member of an active community group, meeting more contacts, aggressively applying for jobs through contacts
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MNOP Incorporated	Agricultural Products, export products across the U.S. and internationally, leading producer of organic juice drinks in the country, significant community outreach and support	3/7/XX - Emailed resume and cover letter to company		By 3/12/XX - No Reply	3/12/XX - Phone company to request acknowledgement that resume was received and was told to go to the website to submit all materials, asked to speak with someone in the food science department to ask a few questions, <i>"no"</i>	3/12/XX- Submitted all materials via the website	4/12/XX - No response from company	Visit the website and google the company weekly, you find out that the company will be in your city to sponsor an event	5/15/XX - Attend the event and speak with a company representative, flatter the person with what you know about the company and ask for a business card	5/16/XX - Send email thank you and remind this person of your interest in the company	Visit the website and google the company, connect with your contact person periodically when you notice interesting things happening at the company
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TUV Company	Retail, ranked as a top 50 company for college graduates to launch a career, leading retailer in the country, community centered, exceptional growth potential	1/15/XX - Emailed resume and cover letter to company		By 1/22/XX - No Reply	1/22/XX - Send second email to request acknowledgement that resume was received, no reply within 3 days, 1/25/11 - Phone the company	1/25/XX - <i>"Yes, resume has been received and added to our resume database."</i> "Is it possible to speak with someone in college recruiting?" - <i>"No, everything happens on the website. Just wait and if your experience and education fits, we'll contact you."</i>	4/12/XX - No response from company. Visit a local store and ask to speak with the manager. Manager is pleasant and recommends using the website. You ask for a business card and send a thank you via email	5/12/XX - Visit the website and google the company weekly. Your research pays off! You notice a major accomplishment and you contact the manager to congratulate	5/15/XX - The manager takes note of your obvious interest and initiative, sends your name to the regional manager with a request to review your resume	5/16/XX - Send a thank you to the manager via email	5/30/XX - regional manager contacts you to schedule an interview

* *Italicized text = company response*