**LinkedIn Networking Prep Assignment**

For support with implementation, contact us at cdc@wcupa.edu or 610-436-2501

Students will create or update their LinkedIn account and create a goal around expanding or utilizing their network. Assignments are designed to be both plug-and-play and customizable, so it can be used as is, or modified to work for you and your students.

**Learning Outcomes [NACE Career Competencies]**

* Students will utilize the LinkedIn platform to make at least 10 connections. [Technology]
	+ Assessed by student’s completion of the assignment using the LinkedIn platform.
* Students will demonstrate the ability to articulate their skills, education, and experiences through their LinkedIn profile. [Communication]
	+ Assessed by student’s completion of the profile checklist/their profile.
* Students will reflect on their goals for networking and create one short-term goal around using LinkedIn that aligns with their personal or professional development. [Career and Self Development]
	+ Assessed via the assignment rubric

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**Networking Prep Assignment**

**The Assignment**

Create a profile on LinkedIn ([www.linkedin.com](http://www.linkedin.com)) and start building your network with people you know in the WCU community, or in your own community outside of WCU. Step by step instructions for creating an account, building your profile, and making connections are linked at the bottom of this page.

There are three components to this assignment that must be completed to receive credit.

1. Create/complete your LinkedIn profile using the provided profile checklist (see below).
2. Connect with at least 10 people that you know.
3. Develop at least one short-term networking goal utilizing LinkedIn. A strong goal will be measurable and will involve the use of the LinkedIn platform. Try to avoid being too vague, for example, “increase my network” or “meet more people.” Some strong examples include…
	1. During this academic year, grow my connections on LinkedIn by 20%.
	2. By the end of this academic year, grow my LinkedIn connections to over 50 professionals.
	3. Within the next month, reach out and connect with three people on LinkedIn that I don’t know, but who have job titles or career paths that are of interest to me.

There are two items that must be turned in to receive credit for this assignment.

1. Hand in evidence of your completed profile once you’ve completed the items on the profile checklist. To do so, send the direct link to your profile, which you can copy from your profile page.
2. Submit one short-term (within one year) goal for using your LinkedIn account to build your network.

**Learning Outcomes & Competencies**

* Students will utilize the LinkedIn platform to make at least 10 connections. [Technology]
	+ Assessed by student’s completion of the assignment using the LinkedIn platform.
* Students will demonstrate the ability to articulate their skills, education, and experiences through their LinkedIn profile. [Communication]
	+ Assessed by student’s completion of the profile checklist/their profile.
* Students will reflect on their goals for networking and create one short-term goal around using LinkedIn that aligns with their personal or professional development. [Career and Self Development]
	+ Assessed via the assignment rubric

**Additional Resources for Completing the Assignment**

Check out these resources if you need some assistance getting started:

* [How to Create a LinkedIn Account](https://www.linkedin.com/help/linkedin/answer/a1338223/signing-up-to-join-linkedin)
* [LinkedIn Profile Checklist](https://wcupa-my.sharepoint.com/personal/jlong_wcupa_edu/_layouts/15/onedrive.aspx?id=%2Fpersonal%2Fjlong%5Fwcupa%5Fedu%2FDocuments%2FTech%2FRam%20Nation%2FConnectors%20Faculty%20Group%2FRam%20Nation%20Assignment%2FLinkedIn%20Profile%20Checklist%2Epdf&parent=%2Fpersonal%2Fjlong%5Fwcupa%5Fedu%2FDocuments%2FTech%2FRam%20Nation%2FConnectors%20Faculty%20Group%2FRam%20Nation%20Assignment&ga=1)
* [How to Connect with People on LinkedIn](https://youtu.be/feuXqR5a748?si=78vzVARtOURzYjFW)
* [Iris Photo Booth – free professional headshots on campus!](https://www.wcupa.edu/_services/careerDevelopment/resourcesEvents/iris-photo-booth.aspx)

Questions about LinkedIn? Email the Career Center at cdc@wcupa.edu.

**LinkedIn Networking Prep Assignment Rubric**

Learning Outcome #1: Students will utilize the LinkedIn platform to make at least 10 new connections. [Technology]

\_\_\_ Student is connected with at least 10 people on LinkedIn. (3 points)

\_\_\_ Student is connected with between 4 and 9 people on LinkedIn (2 point)

\_\_\_ Student is connected with 3 people or fewer on LinkedIn (1 points)

Learning Outcome #2: Students will demonstrate the ability to articulate their skills, education, and experiences through their LinkedIn profile. [Communication]

\_\_\_ Student submitted a profile with at least 2/3rd of sections on the checklist completed (4 points)

\_\_\_ Student submitted a profile with at least 1/3rd of the sections completed (2 point)

\_\_\_ Student submitted a profile with less than 1/3rd of the sections completed, or did not submit a profile (0 points)

Learning Outcome #3: Students will reflect on their goals for networking and provide one short-term goal around using LinkedIn that aligns with their personal or professional development. [Career and Self Development]

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| --- | --- | --- | --- | --- |
|    | **3 | Excellent**  | **2 | Satisfactory**  | **1 | Not Satisfactory**   | **0 | Did Not Complete**  |
| **Articulation of Short-term Goal**  |  Completed the assignment and clearly articulated a short-term, measurable goal that involves using LinkedIn.  |  Completed the assignment and loosely articulated a short-term goal that is measurable but may not include using LinkedIn.   |  Offered reflection but did not share one short-term networking goal.  |  Did not complete assignment.  |

Articulation of Short-term Goal Score: \_\_\_ / 3

**Total Score: \_\_\_ / 10**