

THE COLLEGIATE WOMEN'S  
NETWORKING ORGANIZATION

# GUIDEBOOK



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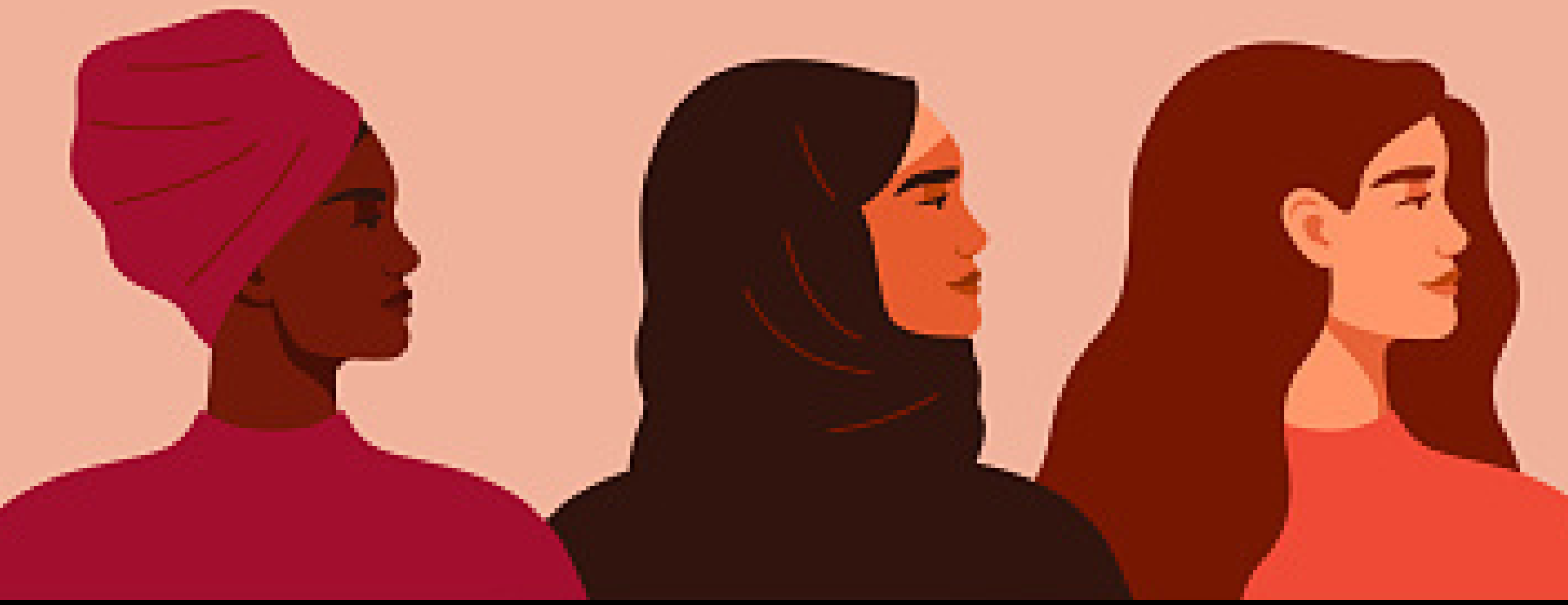
**Best Practices for Success**

**Lily Arbuckle**

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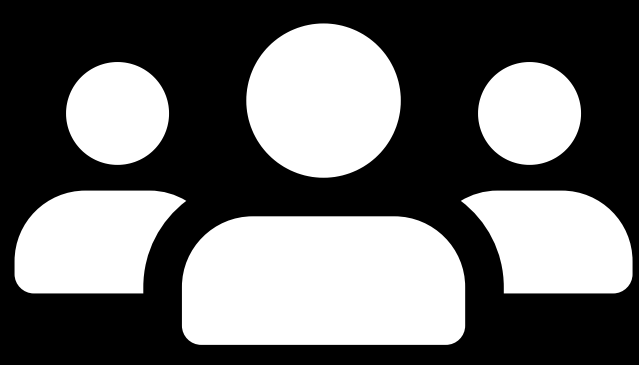
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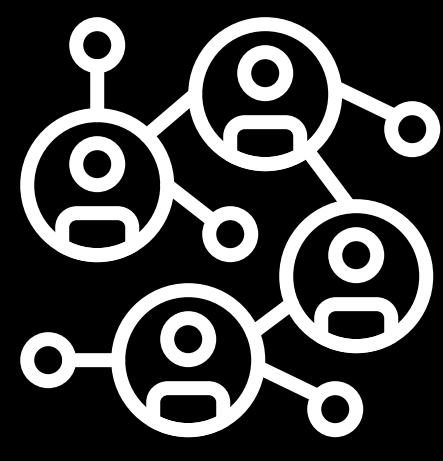


## **Why Form A Collegiate Women's Professional Networking Program?**

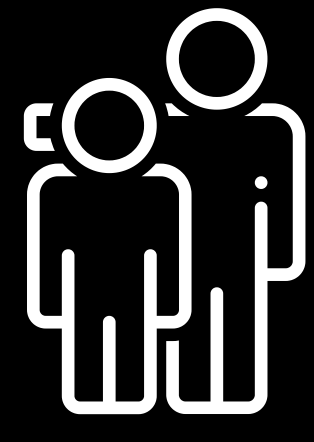
This book provides a comprehensive guide for founding a collegiate women's professional networking organization. But first, let's explore why this matters.



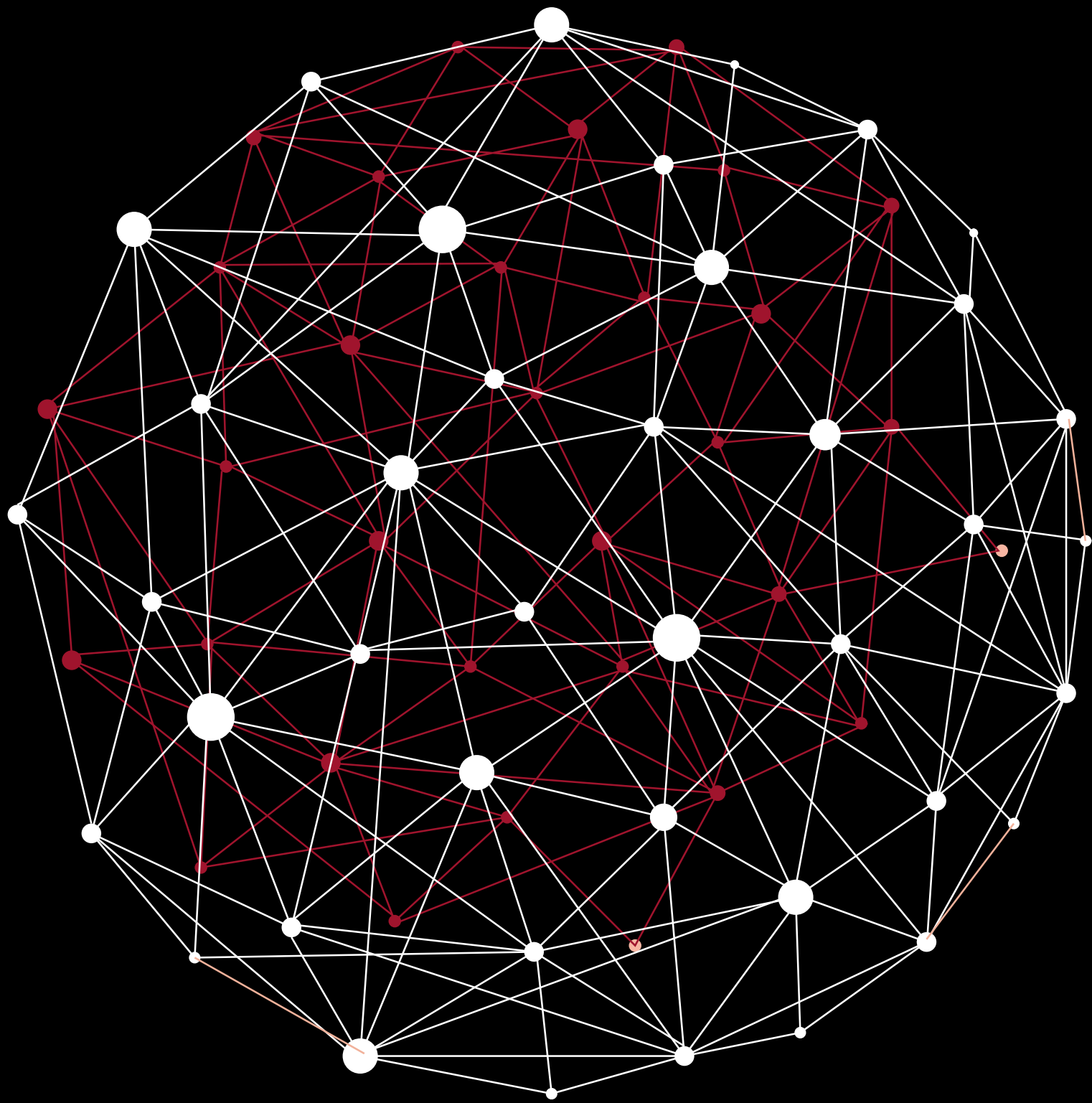
Connection



Networking

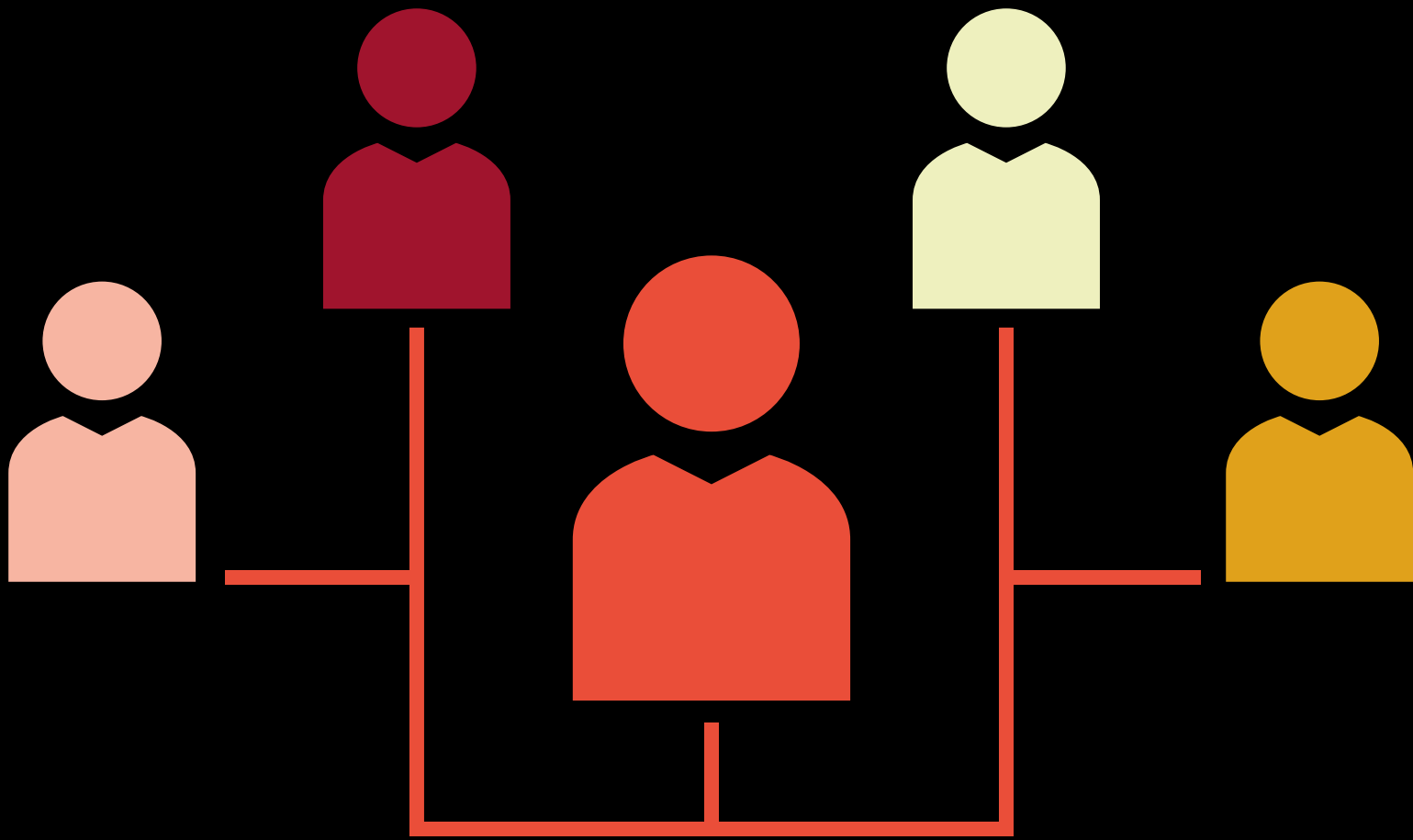


Mentorship



# Connection

- University-wide program appeals to women across every major and department
- Provides women-only, nurturing space for freshmen women to grow professionally
- Combats the "old boys" club networking mentality



# Networking

- Networking promotes women's professional success
- Networking connects women to job opportunities
- Networking teaches valuable relationship-building skills



# Mentorship

- Collegiate women's networking programs increase access to career resources
- Women learn from experienced women professionals
- Mentors pave the way for future women leaders



**Founding A Collegiate  
Women's Network: Do's  
and Don'ts**



## **Have a Clear Mission and Vision**

Having a strong vision and direction for the organization will ensure a good foundation.





# Mission Statement

- What is the goal of the women's networking program?
- How will this organization empower collegiate women to achieve their professional goals?
- What tactics will you use to achieve these goals?



## **Mimic Existing Programs on Campus**

Avoid making the women's networking program too similar to existing organizations on campus...pick your niche.



## **Form Strategic Partnerships**

Best way to form a networking program? Network with other organizations who share a similar mission.



# Utilize Strategic Partnerships

- Social media partnerships with similar programs boost engagement and mentorship
- Collaborate on event coordination and co-host workshops
- Share contacts and resources with strategic partners



## **Be Afraid to Incentivize Engagement**

A great way to boost engagement and membership by incentivizing attendance with food, refreshments, and giveaways.



## **Create A Strong Public Relations Strategy**

Develop a strong digital presence and cultivate a digital brand.



# Creating a Strong Brand

- Create a cohesive content aesthetic on social media
- Create a unique branded hashtag on all digital communications to track engagement
- Tap into other similar organizations' followers



## **Overlook the Importance of Good Leadership**

A great mission statement and strong branding will build a strong foundation, but make sure to create a team who shares a common vision for the program.





## **Arrange a Diverse Annual Event Schedule**

Plan a roster of educational and entertaining programming throughout the year.



# Event Coordination is Essential

- Combine workshops, guest speakers, and industry panels for professional development
- Host Networking Events for Members
- Make sure each event covers a different topic relevant to women's professional development and success



## **Forget Institutional Support**

A women's networking program requires university resources and connections. Institutional support is essential for program success.



## **Pick the Right Time to Found the Program**

Timing is everything for an undergraduate women's networking program. Pick a time when members are able to engage with the program.



# Evaluating Program Success



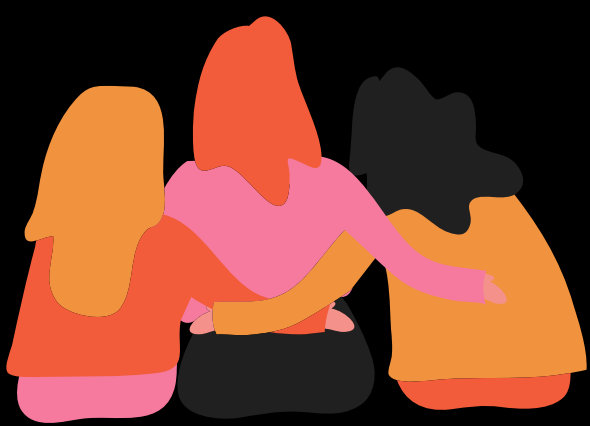
# Regularly Evaluate Success

- Gauge current and potential members' interest through provided survey materials
- Interview members to evaluate network strength, size, and utility
- Regularly engage with users on social media to assess growth areas
- Pivot when something isn't working



# Impact of University-Wide Networking Program for Freshmen Undergraduate Women

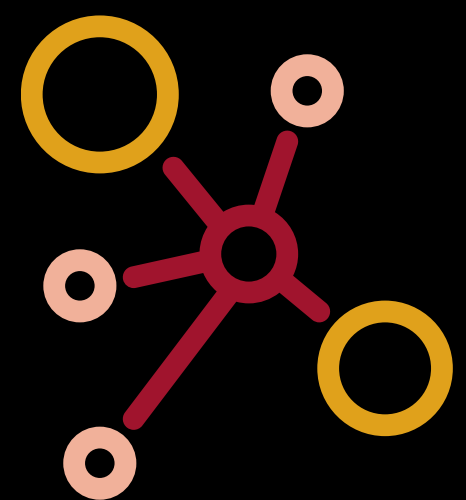
Following the insights provided in this guidebook will encourage the successful development of an undergraduate women's networking program to build future women leaders starting freshmen year. This program will provide:



A support system of women



Professional growth opportunities



A network of industry experts