

Ram Nation: Step by Step Informational Interview

[Watch here](#) or follow the steps below to conduct an informational interview on Ram Nation.

Accessing Ram Nation

1. Go to ramnation.wcupa.edu and click the Join Our Community button.
2. Click the WCU ID Login and enter your university username and password.
3. Create your profile following the on-screen prompts.
4. Go to the Connect link at the top of your home screen, and select Community.
5. Search alumni by industry, identity, major, or any other filters that are of interest.

Preparing for the Informational Interview

1. Click on an alum to view their profile.
2. Click the Message button to reach out.
3. Feel free to use/edit a template or craft your own message from scratch with help from Ram Nation.
4. Make sure you request a meeting in the message. Give a reason (for example, I'd like to learn more about your career path), and be specific about your ask (for example, I'm wondering if we can connect for 30 minutes over zoom).
5. Here is a sample format to follow if you want to craft your own outreach message.
 - a. Greeting
 - b. First sentence or two – about them (what inspired you to reach out)
 - c. Next sentence – about you (what are you studying, what careers are you considering)
 - d. Next sentence – time bound (when do you hope to connect, for how much time, and over what medium?)
 - e. Closing and sign your name

During the Informational Interview

Consider this three-step format...

1. Getting to know you questions
 - What they currently do, their experience at WCU
2. Deeper questions
 - Specific to the insight you want; their career path, how they navigate work, what skills they use regularly
3. Next step questions
 - Do you have any recommendations on next steps I might take to continue building my network and investing in my professional development?

A full list of sample questions can be found [here](#).

After the Interview

Send a thank you/follow up within 24 hours that includes:

1. Greeting
2. Thank them for what they offered (advice, insight, etc.)
3. What you plan to do based on the discussion (follow up with them in a few months or weeks, reach out to someone they recommended, check out a resource, etc.)