



# NETWORKING 101

*HBCU Career Development Marketplace prepares students to succeed in the job market.* **By Ivy Lamb**

**From top:**  
students at the  
annual conference,  
Founder and  
President  
Tariq Shane

★ In college, students learn important skills that prepare them for their future career — but landing that dream job takes a different skill set entirely.

That's where the HBCU Career Development Marketplace (HBCU CDM) comes in. The non-profit organization helps students from Historically Black Colleges and Universities navigate the job market with confidence.

Top students are invited to attend the annual conference, which features workshops, HBCU alumni networking opportunities, and a career expo with a chance to meet recruiters from more than 50 companies and government agencies. Thanks to generous sponsors, the entire event is free for students.

With the current economic challenges, HBCUs are feeling the crunch and so is the HBCU CDM. Last year, 15 schools were initially invited; ten were able to attend. With companies holding back from sponsoring the event, the CDM had to reduce the number of schools participating. Founder and president Tariq Shane hopes to invite many more students in the

years to come, given the 105 HBCUs in the U.S.

"We want to help students gain the skills they need to survive in corporate America," Shane says. "We also want employers to know that HBCUs are competitive — they produce good students."

Employers are taking note. At the 2013 conference, Shane coached a student who was nervous about interviewing with recruiters at the career expo. One company was particularly impressed with his skills and professionalism. "They offered him a full-time position on the spot," Shane says.

It's the kind of success story that the HBCU CDM aims to help all students achieve.



Help support **HBCU Career Development Marketplace** by calling 301.596.6031 or visiting [hbcucareermarket.org](http://hbcucareermarket.org).