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**Colorado Technical University Helps Professionals and Students
Make Meaningful Connections**

New “Power of In” Initiative Offers At-the-Ready Tools and Online Contest

COLORADO SPRINGS, Colo., July 18, 2013 – When it comes to professional networking, there seem to be more questions than answers. Where are the best places to network? With access to experts and industry leaders just a click away, how do you make the strongest career connections? How can you effectively manage all the contacts you’re meeting in-person and online?

This month, [Colorado Technical University](#) (CTU), a leading provider of education for career-motivated students, launched the Power of In initiative to provide practical answers and resources for professionals to help establish connections that matter, right away and in the right way.

“Everyone talks about the value of networking to advance in your career or find the right job, but oftentimes people are left to ask how,” explains Gloria Hess, CTU’s vice president of career services. “Through Power of In, we’re handing individuals a networking road map. We provide concrete tactics on how to maximize their networking efforts and give them access to real-world experts, such as [Charlene Li](#).”

The Power of In initiative offers this suite of free, resources to help improve your online and in-person networking abilities:

- Through the [Power of In contest](#), professionals and college students nationwide receive an opportunity to engage in a one-on-one conversation with *New York Times* best-selling author and leadership expert Charlene Li.
- “[How-to](#)” [videos](#) give step-by-step advice on how to filter through online clutter to develop quality connections; how to organize networking contacts to better maintain relationships; and how to ensure the relationship is mutually beneficial.
- An [interactive data map](#), which shows the breakdown of the CTU student and alumni population across the U.S., enables individuals to easily connect with their peers.
- “[Modern Networking: How to Build Professional Connections that Matter](#)” dispels five common myths about networking and shares action steps to build connections online and in-person.
- Notable factoids detail [how networking has shaped some of history’s most impressive match-ups](#), from Ben & Jerry’s to Hewlett-Packard.
- A step-by step-approach on [how to find \(and keep\) a professional mentor](#) educates individuals on getting started, initiating contact and maintaining contact.

“Power of In, including Charlene’s expertise on how to develop meaningful connections in the digital age, is one way CTU is sharing insights from industry leaders to help our students and others achieve their professional goals,” said Melissa Balsan, CTU’s director of social media and community development. “While what you know helps you advance in your career, it is also about who you know and how you smartly build those relationships.”

The Power of In initiative will culminate with an in-person networking event for CTU students, alumni and others on Sept. 12 in Chicago, where Li will serve as the keynote speaker. For more on the Power of In contest and networking event, featuring Li, visit <http://bit.ly/PowerofIn>. For additional information about CTU, visit www.coloradotech.edu.

About Colorado Technical University

Founded in 1965, Colorado Technical University (CTU) provides higher education to connect students to what matters most in reaching their professional goals. CTU offers more than 100 undergraduate and graduate programs taught by real-world faculty members who enrich the curriculum with their industry experience and prepare students for today’s challenges and the hard-hitting problems of tomorrow. CTU’s personalized, online learning system allows students to control what, where, when and how they learn. Students can also learn and connect on campuses in [multiple cities](#). With the help of faculty, industry professionals and more than 70,000 alumni, CTU students can also grow a powerful professional network to use their entire career. For more information, please visit www.coloradotech.edu.

CTU is accredited by The Higher Learning Commission and a member of the North Central Association, www.ncahlc.org. CTU is also a member of the Career Education Corporation (NASDAQ:CECO) network of universities, colleges and schools. For more information visit www.careered.com. CTU cannot guarantee employment or salary. Find disclosures on graduation rates, student financial obligations and more at www.coloradotech.edu/disclosures.

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