



Internship Seminar: Reflections on Personal and Professional Development

Spring 2017

Course Description

This seminar is designed to assist students as they experience the stages of their internships by helping them to examine their roles in complex organizations and explore the professional skills needed to transition from undergraduate coursework into career-intensive learning. In the seminar we will examine how the values of a liberal education—active engagement, critical thinking, respect, problem solving, openness to new experience and different viewpoints—connect to professionalism, citizenship and personal growth.

Through small group interaction, reflection, and peer critique, students will work on honing personal and professional skills, and in particular writing skills; engaging in practical skill-building in public speaking; understanding office politesse and protocol; and, developing career planning and business writing techniques.

Discussion and writing in the seminar will emanate from student experiences at their internships and in the culturally rich and diverse city of Washington, assigned readings and career-based projects, and the reflections of outside speakers.

Learning Outcomes

After completing this seminar, students will be able to:

- Employ practices to reflect analytically on their professional experiences;
- Communicate with diverse audiences the value of their experience and personal attributes, using a variety of media;
- Refine techniques for representation in business writing and social media outlets;
- Explain and practice techniques to foster communication with and understanding among diverse individuals and groups;
- Connect their previous and future academic work with their work outside of the classroom
- Plan future steps for achieving their personal and career goals.

This seminar will include mid-term grade assessments and written summaries of the students' performance in class, sent to university advisors at the end of the course.

Readings: Readings will be handed out in class.

Course Format: Each class will be split into two one-hour segments, with a five-minute break in between.

Course Policies: Students may bring a laptop or tablet to class but will only be able to use them during class exercises. No phone use during class is permitted whatsoever.

Academic Dishonesty: Cheating - using someone else's ideas or words and claiming it as one's own - is unacceptable and is obvious in seminars like this: make sure to keep the focus on improving yourself, not taking from others.

Attendance: Two absences are permitted; more than two absences will result in the drop of one letter grade per absence. Excused absences for illness or work-related events will be under the discretion of the instructor.

Participation: Points are earned through in-class participation, blogging posts, attendance, and peer review.

Grading: Each assignment will be graded on a 100 percent point scale.

ASSIGNMENTS (Percentage of Final Grade)

WRITTEN ASSIGNMENTS (to be turned in to instructor)

Learning Goals (5%)

During the first two weeks of the internship, coordinate with your internship supervisor on a set of learning goals. This list will be reviewed at the end of the semester.

Journal (online - 10%)

Reflect on your internship experiences weekly in a personal journal, to be shared with the instructor *every other week* and submitted via e-mail before class. These journals are private - only shared with the instructor and no students in the class.

Informational Interview & Presentation (15%)

This is designed to challenge students to find and contact a professional they admire and could learn from in their field. The professional should work at an organization, office or company *other than your internship site* and the student must not rely on assistance from others in obtaining the interview. After the interview, write up a one-page double-spaced assessment using bullet points; each student will present this orally to the class on the due date.

The presentation will require you to discuss an article or video reflecting current events pertaining to your internship or the professional field you are interested in joining. In addition, you will use the information from your informational interview experience. Links to articles or videos must be sent to classmates by noon on the Sunday before the class in which you are presenting. Presentation is **1-2 minutes in length**

Personal Brand (15%)

Consider the following prompts to structure your Personal Brand:

- What makes you unique?
- What is your Ideal Job Description (complete exercise given by instructor)
- What attracts you to your chosen career? What do you expect to get out of it?
- When did you initially become interested in this career? How has this interest developed?
- When did you become certain that this is what you wanted to do? What solidified your decision?
- What are your intellectual influences?
- What writers, books, professors, concepts in college have shaped you?
- What non-academic experiences contributed to your choice of school and/or career?
- How much more education are you interested in?
- Think of a professor in your field that you've had already and that you like and respect.
- If this person were reading your application essay, what would most impress him or her?
- What do you want the recruiter to know about your skills and interests?

The Personal Brand Assignment must be at least two, full double-spaced pages.

Students will also complete an in-class elevator pitch. The elevator pitch will be 1 minute.

Speech - Organizational Critique (5%)

Define the organization of the office in which you are interning; discuss the interpersonal dynamics, the hierarchy of responsibilities, and the protocols of working there. You should assess the culture of the organization. and compare this to the personal statement work and values you discussed above and how this type of organization does or does not align with your current internship.

Strategic Goals and Action Plan Outline (10%)

Define and list three possible future paths to achieving your professional goals. These can include finding and applying to graduate schools; possible next job or internship options; mentoring possibilities via networking. You will also develop a professional networking plan and attend 1 professional networking event. 2 full pages, double-spaced.

Reflection Paper (5%)

This paper will be a reflection on your experience at your internship. Please discuss how your internship met/did not meet your learning goals submitted at the beginning of class. Papers are evaluated with regard to the criteria of response and engagement, as well as for technical proficiency in the English language.

Resume & Cover Letter (15%)

Write a one-page, single-spaced resume that showcases pertinent experiences in a creative and clear manner. Use active voice and avoid repetition in bullet points. Style and presentation are crucial parts of the resume as well. Pay attention to visual/graphic design. The resume must be pertinent to a specific job opportunity and coordinated with the cover letter.

Write a one-page, single-spaced cover letter for a specific job opportunity. Focus on creativity in your opening paragraph, dwelling on strengths and experiences not found on your resume, and the presence of an active voice in the letter. The cover letter must complement your resume for this specific job.

Social Media (5%)

Twitter, LinkedIn, & Social Media Audit

Each student will create an account on these platforms for professional purposes only. These accounts are meant to reflect your interests and engagement with the world around you and the relevant issues and discourse of your desired field or fields. You may keep your professional Twitter account private, if you prefer. The instructor will check weekly on your Twitter account – at least one tweet per week is required. You will also complete a social media audit.

PARTICIPATION

Class Discussion, Group Work and Business Card (10%)

The goal of this requirement is to enable the classroom experience to be as enlightening and rewarding as possible for everyone involved. You will be evaluated by both the quality and quantity of your contributions to class discussion.

Weekly Huddle (5%)

Students will give a summary of the past week at their internships during class, and any issues or problems will be crowd-sourced and approaches will be presented and discussed. This assignment is meant to complement the journaling.

SCHEDULE

Week 1

- Introduction and review of syllabus
- Discuss assumptions & learning goals about internship experiences
- Students introduce themselves and speak about their academic experiences, career goals, your strengths/opportunities for growth

Week 2

- **Set up Twitter and LinkedIn accounts – provide links**
- Discuss Social Media and Professional Twitter, **Complete social media audit**
- Weekly Huddle
- Writing Exercise
- Public speaking discussion
- **Due: Learning Goals for Internship (one page, bullet points)**

Week 3

- Reading and discussion—Personal brand discussion
- Weekly Huddle
- LinkedIn discussion
- **Due: Copy of Business Card design**

Week 4 *Visit from WII Alumni*

Week 5

- Weekly Huddle
- Discuss Organizational Culture/Communication
- Discuss informational interviewing/networking
- **Due: Personal Brand (2 full, double-spaced pages) and elevator pitches in class**

Week 6

- Writing Exercise
- Weekly Huddle

Week 7

- Reading and discussion
- Job negotiation/Strategies
- **Due: Informational Interview (one page, double-spaced, bullet points)**
- Informational Interview presentations: _____

Week 8

- Writing Exercise
- Weekly Huddle
- Discuss resume/cover letters- workshop
- Informational Interview presentations: _____

Week 9

- Weekly Huddle
- **Due: Resume and Cover Letter**
- Informational Interview presentations: _____

Week 10

- Weekly Huddle
- Student Speeches
- **Due: Speech - Organizational Critique**

Week 11 Student Speeches – Organizational Critiques

Week 12 **Due: Strategic Goals and Action Plan Outline (2 full, double-spaced pages)**

Week 13

- Weekly Huddle
- Recommendation Letters/Discussion
- Reading and Discussion
- **Due: Revised Resume and Cover Letter**

Week 14

- Revisit Learning Goals
- Weekly Huddle

Week 15

- Weekly Huddle
- **Due: Reflection Papers**