



INTERNSHIP SEMINAR: REFLECTIONS ON PERSONAL AND PROFESSIONAL DEVELOPMENT SPRING 2018

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

Upon completing this course, 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.

Course Requirements

Written assignments are due by email before class unless otherwise specified.

Learning Goals (5% of final grade)

During the first week of your internship, coordinate with your supervisor on a set of learning goals, and write them out (one page or less, bullet points acceptable). Hold on to this list; it will be reviewed at the end of the semester.

Networking (15%)

Early in the semester, you will write a reflection paper about your existing network (worksheets will be provided) and how you can better take advantage of that network. During the course of the semester, you are expected to find and attend professional networking events, follow up with the contacts you make, and track your progress. You will write a one-page reflection paper about your experience, what you learned about yourself in this situation, and what steps you will take to develop your new connections and to improve your next networking experience. You must demonstrate a) a concerted effort to go out and meet people who are “target-rich” professional contacts, and b) follow up with them (via email, social media, or subsequent IRL meetings) to develop the relationships.

Informational Interview & Presentation (15%)

Frequently identified by WII students as the single most rewarding exercise of the semester!
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. Before the interview, find an article or video relevant to your subject and/or your professional interests, and discuss during your 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 (oral presentations are less than minutes in length).

Job Interview reflection paper (10%)

Write a reflection paper that serves as both your professional biography and answers common interview questions. This paper will be shared in class to get feedback from your peers and will also serve as the basis for your responses in mock interviews:

- Can you tell me about yourself?
- What do you consider your most significant weaknesses?
- What do you consider your most significant strengths?
- Could you describe a difficult problem and how you dealt with it?
- Where do you see yourself in five years?

Personal Brand (15%)

Going deeper than the job interview answers above, the Personal Brand is where you flesh out in writing how you choose to present yourself to the professional world. This is a crucial exercise in clarifying for yourself and for others who you are and who you aspire to be in the workforce. You will use this document in the future as the basis for professional bios and graduate school essays. Personal brand statements must be at least two, full double-spaced pages. Consider using the following prompts as guides, but please don't write this in bullet-point answers; write it as a personal statement:

- 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 sure that this is what you want 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?

Students will also complete an in-class elevator pitch, and in subsequent classes as well (practice, practice!). The elevator pitch will be brief, and will consist of three statements:

- 1) Who am I? 2) Why am I talking to you? and 3) What are we going to do about it?

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 it aligns with your current worldview.

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. Papers should be up to two pages, double-spaced.

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. 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.

When resumes and cover letters are due, please print out two hard copies of each *before* class and bring with you!

LinkedIn & Social Media Audit (5%)

Each student will create a LinkedIn account 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. The instructor will check weekly on your network growth on LinkedIn – at least one new contact per week is required. You will also complete a social media audit.

Class Participation (10%)

Weekly Huddle, Class Discussion, Group Work and Business Card

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 discussions. During the weekly huddle, which will kick off each class, students will give a summary of the past week at their internships, as well as

their networking efforts. Issues and problems will be crowd-sourced and discussed constructively.

Course Policies

Absences

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

Academic Honesty

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.

Other 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.
- Points for participation are earned through in-class participation, blogging posts, attendance, and peer review.
- Each assignment will be graded on a 100 percent point scale.

Course Schedule

Week 1, January 16/17

- Introduction and review of syllabus
- Discuss assumptions and learning goals about internship experiences
- Students introduce themselves
- Intro to Networking

Week 2 - January 23/24

- **Set up LinkedIn account – link to Professor Levin**
- **Discuss Social Media and social media audit**
- Public speaking discussion
- **Due: Learning Goals for Internship (one page, bullet points)**
- **Due: Reflection Paper on your existing network (one page)**

Week 3 - January 30/31

- Reading and discussion—Personal brand discussion
- Ideal career exercise
- LinkedIn discussion
- **Due: Copy of Business Card design**
- **Due: Complete social media audit**

Week 4, February 6/7

- Visit from WII Alumni

Week 5, February 13/14

- Discuss Organizational Culture/Communication
- Discuss informational interviewing/networking

- **Due: Personal Brand (2 full, double-spaced pages) and elevator pitches in class**

Week 6, February 20/21

- Intro to Job interviews
- **Due: Reflection Paper on job interview questions**

Week 7 - February 27/28

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

Week 8, March 6/7

- Writing Exercise
- Discuss resume/cover letters- workshop - bring two copies of each with you.
- Informational Interview presentations: _____

Week 9 - March 13/14

- **Due: Resume and Cover Letter** - bring two copies of each with you.
- Informational Interview presentations: _____

Week 10, March 20/21

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

Week 11, March 27/28

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

Week 12, April 3/4

- Special guest in class - interviews with actual hiring professionals

Week 13, April 10/11

- Job Interview live drill, part one

Week 14, April 17/18

- Recommendation Letters/Discussion
- Job Interview live drill, part two
- **Due: Revised Resume and Cover Letter**

Week 15, April 24/25

- Revisit Learning Goals
- **Due: Reflection Papers**