

PUBLIC AFFAIRS PROFESSIONAL DEVELOPMENT WORKSHOP 2011

Wednesday, 4:00-5:00 pm 6203 Social Science

Don Moynihan, Mary Russell

Robert M. La Follette School of Public Affairs

This workshop is required of all first year students including accelerated and joint/dual degree candidates. Students working on PhD minors in Public Policy are not required to attend. Also, students who have 4 or more years of full-time work experience, post bachelor degree and related to public affairs will be allowed to waive the course. Please contact Mary Russell if you feel you qualify to waive the course.

Over the next two years, a rigorous academic curriculum will prepare you well to advance your career goals in an increasingly competitive market. This workshop develops or refines the basic skills and professional manner that will advantage you in every professional context. Why offer such a course now, rather than in your second year? Preparing for landing your next job starts the moment you arrive. To be ready, you need to fine-tune the skills that will make you competitive, and start accumulating experience that will enhance your resume.

Students register for PA 800 in the fall semester with Associate Director Don Moynihan and earn one academic credit for successful completion of the series. It is administered jointly by the Associate Director, Don Moynihan, and Career Development Coordinator, Mary Russell. We encourage you to come to all classes, even those which cover topics they may not obviously interest you. But we understand that there are some practitioner that you are certain will not be of benefit to you. Recognizing this, you may skip up to two of the practitioner presentations without penalty. Please let Mary Russell know in advance if you are not attending.

OBJECTIVES

- To increase student insight into personal and professional development needs and heighten awareness of career opportunities.
- To provide a forum for the dissemination of information on employment trends and the competitive advantage of MPA/MIPA students.
- To refine resume and cover letter writing, interviewing and job search skills.
- To acquaint the Office of Career Development and Associate Director with the students' career development needs so that a more effective helping relationship may be established.

SKILL DEVELOPMENT

Assignments: You will have six assignments/activities in this workshop: (1) a professional resume, (2) a professional job application cover letter, (3) one-on-one meeting with Mary Russell to go over resume and cover letter, (4) a policy memo, (5) a mock interview, (6) a completed profile on LinkedIn

The first assures you have a well-constructed resume. The second identifies your professional interests (though no commitment to stick to it is implied) and is intended to help us in advising on career development, and may suggest some writing skill issues. The third is to ensure that you have a file started in the Career Development office and allows you to develop a personalized job search strategy. The fourth highlights the difference between the short, instructive policy memo and the term papers most of you know how to do well. The fifth allows you to practice your interviewing skills and get feedback from HR professionals in the field. The sixth makes sure you are connecting to other La Follette students and alums in LinkedIn and using it as a tool for your internship and job search.

Grading: You will be evaluated with constructive comments but not a letter grade on the five assignments. The course is graded S/U with an S grade requiring completion of requirements. The expectation is that students will perform well on these assignments because of their importance to career success. The resume and cover letter will be reviewed by Mary Russell.

September 7: Class overview, review of Career Development Office, BuckyNet

September 14: Professional writing-the policy memo, Prof. David Weimer

Assignments #1 and #2: Hand in resume and cover letter via email to mrussell@lafollette.wisc.edu

September 21: Internship panel

Assignment #4: Policy Memo Due to Professor Moynihan

September 28: Navigating the State Hiring Process-Bob Soldner and Sylvia Fredericks

October 5: Looking Good on LinkedIn and Using Social Media in your job search

Karen FASTER: Writing and Formatting

October 12: No class this week. *Assignment #3:* Individual appointments with Mary Russell.

Assignment #6: Show Mary your LinkedIn profile

October 19: Working in Intelligence

October 26: Networking and Speed Networking session

October 27: Partnership for Public Service Webinar-Federal Internship and Job Search (optional workshop)

November 2: Non-profit Job Search

November 9: International Job Search

November 16: Interviewing Tips with Brenda Bernstein, The Essay Expert

November 23: No class

November 30: Mock Interviews

December 7: Private Company/Consulting Job Search

December 14: Mary Russell, PMF, PA's, Summer Internship Funds, career-related follow-up, class survey