Meeting time and location:
Monday, 4:30-5:30pm; Room 494, Van Hise

Instructor:
Hilary Shager, Ph.D.
E-mail: hshager@lafollette.wisc.edu
Office phone: (608) 263-2409
Office location: Observatory Hill Office Building (La Follette School), Room 103
Office hours: by appointment

COURSE DESCRIPTION
One of the goals of the La Follette School is to train and develop the next generation of public, non-profit and private sector leaders who are committed to making a positive contribution to society. While this course will undoubtedly help in your post-graduation job hunt, it’s designed to be much more than a how-to guide on securing employment. More generally, it will help you develop the skills you need to succeed in your classes, and effectively use the short time you have here at La Follette to best position yourself for a meaningful and impactful career in public affairs.

This course is designed with the understanding that many of you come to La Follette with professional experience and that you have already made the decision to invest in a particular professional degree. Therefore, we will dispense with generalities and really focus on what it takes to be successful in the world of public affairs. Assignments and activities are designed to be applicable to all students, yet with options to incorporate individual interests and needs.

COURSE OBJECTIVES
This course is designed to:
- Give you the tools and information that will enable you to assume responsibility for getting the most out of your La Follette experience, and finding and developing a satisfying, meaningful career in public affairs;
- Provide a forum for you to learn about and imagine career ideas;
- Build a portfolio of deliverables (assessment results, LinkedIn profiles, cover letters, resumes, policy memos, interview answers) to utilize in your employment searches; and
- Build relationships with your Associate Director and other La Follette staff, classmates, La Follette alumni, and practitioners so that we can support your career goals.

WHY NOW???
Why are we making you do this in your first semester? The answer is that truly well thought out career assessment and planning takes time, and by putting in the hard work of it on the front end, you will be able to make better use of your time here at La Follette. Knowing where you’d like to end up will help you make more informed choices regarding what classes to take, which
internships to pursue and what types of professional relationships to foster. Plus, doing so now will give you plenty of time to explore your career options and change your mind several times over before you are pressed into a position out of economic necessity.

TEXTS/MATERIALS
All readings that are necessary to complete class assignments will be made available on the class Learn@UW website. Students will also be directed to various websites and videos for instruction.

A recommended reading list and list of additional resources can be found on the last page of this syllabus. These materials are widely available via the library system or internet, and are not required for purchase.

PUBLIC SERVICE AND INNOVATION
This class is in a unique situation, in that you will have the opportunity to provide feedback and help shape a number of new career-focused initiatives at La Follette. In addition to providing feedback on the workshop, throughout the course, I will also ask for input regarding:

- The new La Follette Career Development web page;
- The new Grad School Individual Development Plan initiative; and
- A career services research agenda for the La Follette School.

I thank you in advance for your important contributions to these efforts.

COURSE ASSIGNMENTS AND EVALUATION
Grading: This is a Pass/Fail class (graded with an S[satisfactory] or U[unsatisfactory] in the UW grading system). Completion of all assignments, attendance at Mock Interview Night, Speed Networking and the one-on-one meeting with Hilary is required to pass the course.

Assignments will be scored as P = Pass, P+ = Exceptional work, and P- = the assignment is not up to par and needs to redone. Late work will not be accepted, except under extenuating circumstances.

Attendance and Participation: In this course, your success and the success of your peers requires attendance and active participation in all class meetings. You are expected to read any assigned materials or complete any assignments prior to class meetings and come prepared to discuss them.

Course Assignments & Portfolio Elements:
1) **Individual Development Plan (IDP):** DUE: Sept. 15, Sept. 22, Dec. 1, Dec. 8
   This exercise is composed of several separate assignments to be completed progressively throughout the semester.
   **Objective:** As Richard Bolles states in *What Color is Your Parachute?*: “Most job-hunters who fail to find their dream job, fail not because they lack sufficient information about the job-market, but because they lack sufficient information about themselves.” This assignment will serve as your professional development roadmap, to help you make the most out of your two years at La Follette.
2) **Policy Memo:**
   **Objective:** Highlights the difference between the short, instructive policy memo and the term papers you already know how to do well; can be used as writing sample for job applications.
   **DUE:** September 29

3) **Professional Resume and Job Application Cover Letter:**
   **Objective:** Use the skills identified in individual development plan to explain your value to employers.
   **DUE:** October 13

4) **“Elevator Speech”/Speed Networking Event:**
   **Objective:** To practice and make the best of networking opportunities.
   **DUE:** October 27

5) **Informational Interview Report:**
   **Objective:** Build network & explore career possibilities.
   **DUE:** November 10

6) **Mock Interview (Prep and Event):**
   **Objective:** Allows you to practice your interviewing skills and get feedback from HR professionals in the field.
   **DUE:** November 17

7) **LinkedIn Profile:**
   **Objective:** Ensures you are connecting to other La Follette students and alums in LinkedIn and using it as a tool for your internship and job search.
   **DUE:** November 24

8) **One-on-One Meeting with Hilary**
   **Objective:** Discuss cover letter and resume. Share career goals and IDP. Build relationship so that Hilary can be of the most help possible.
   **DUE:** by end of semester

9) **Course Evaluation:**
   **Objective:** Improve course for future Bobs
   **DUE:** by end of finals week

**DISABILITIES**
People with disabilities will be fully included in this course. Please inform me if you need any special accommodations in the curriculum, instruction, or assessments of this course to enable you to participate fully. Confidentiality of the shared information will be strictly maintained. Certain accommodations may require the assistance of the UW’s McBurney Disability Resource Center: [http://www.mcburney.wisc.edu/](http://www.mcburney.wisc.edu/).

**COURSE COMMUNICATION**
The best way to contact me is via email; I will return emails from students within two business days. Please do not email shortly before a class, presentation, or assignment deadline with the expectation that I will be able to respond immediately to your concern. I am happy to meet with or speak by phone to students outside of class as needed. Please email me to make an appointment, or feel free to stop by my office at La Follette (room 103). I will use the class list serve to communicate additional course information as needed.
COURSE SCHEDULE
Please note that the following outline and listed readings may be adjusted to accommodate additional guest speakers and class interests. I will also be weaving in newspaper articles, etc. reflecting current events and issues related to professional development. Changes will be communicated in class and/or by e-mail at least one week in advance.

Week 1: September 8, “Introduction”
Readings:
• “It May be a Good Job, but Is It Good Work?” by Daniel Goleman

Assignments (submit to Learn@UW Dropbox; due Sept. 15):
• Complete self-assessments (Learning Style Inventory, Communication Style Inventory, Personal Style Inventory); bring print-outs to discuss
• Complete IDP Assignment #1: Assess

Week 2: September 15, “The Career Development Process”
Assignment (submit to Learn@UW Dropbox; due Sept. 22):
• IDP Assignment #2: Write

*Self-assessments and IDP Assignment #1 due

After Class-Special Event: National Nuclear Security Administration Recruitment talk (5:30-6:30pm, Room 494 Van Hise)—stay for pizza and learn about a great post-La Follette career opportunity!

Week 3: September 22, “Professional Writing”
• The Policy Memo: Professor David Weimer
• Professional Writing at La Follette: School Senior Editor, Karen Faster

Reading:
“Memorandum on Writing Memoranda,” David Weimer

Assignment (hand in hard copy during class; due September 29):
Compose a one-page policy memo following one of the prompts available on Learn@UW or develop your own prompt, approved in advance by Hilary. Make an appointment with Karen if you’d like assistance with the assignment.

*IDP Assignment #2: Write due
Week 4: September 29, “Resumes & Cover Letters”
Readings: Materials will be posted on Learn@UW

Assignment (hand in hard copies in class; due October 13):
Prepare a 1-2 page customized resume and a one page customized cover letter to apply for a current, real-world internship, part-time, PA-ship or full-time position of interest. Use current experience and information. Submit job announcement as well. Due October 13.

*Policy memo due (hard copy in class)

Week 5: October 6, “Career Panel”
- Guest speakers will be determined based on class requests and availability

Week 6: October 13, “Career Panel”
- Guest speakers will be determined based on class requests and availability

*Resume/Cover Letter assignment due (hard copies in class)

Week 7: October 20, “Networking”
Readings: Materials will be posted on Learn@UW;

Assignments:
1. Write a 60 second introduction of yourself (“elevator speech”) to use in networking meetings. You should state your name, a 5-7 word tag line about who you are and what you are looking for in your possible career, give a brief history (work and education), describe an achievement that you are proud of, and then end with something interesting about yourself. Practice it out loud with your classmates at least 3 times. Submit write-up to drop box on Learn@UW. **Due October 27.**
2. Conduct an informational meeting with a person in your field of interest who is not an immediate family member. Write a 1-page paper about the interview.

***In order to avoid overloading our alumni and friends network with meeting requests, each student must meet with a different person. Once you have secured your meeting, post the name, position title and organization of the person you are meeting to the discussion board on Learn@UW. Before contacting people for informational meetings, make sure to check the discussion board.***

La Follette alumni, alumni from your undergraduate institution, friends or colleagues of parents or former supervisors, people from LinkedIn groups or found using LinkedIn advanced search, and people you may meet at networking events such as Policy and a Pint are all good sources for meetings. **Due November 10.**
Week 8: October 27, “Speed Networking Event”
In this exercise, you will rotate around the room in groups to quickly connect with La Follette alumni and friends. Please dress business casual and bring your business cards. This is a great place to secure an informational meeting for the report due November 10. Attendance is required and will be monitored. Event runs from 4:30-5:45pm.

*Elevator speech due (Dropbox)

Week 9: November 3, “Giving Successful Presentations and Using ‘Design’ in your Career”
- Guest speaker from UW-Design Lab: [http://designlab.wisc.edu/](http://designlab.wisc.edu/)

Assignment: Create a LinkedIn Profile, due November 24

Reminder: La Follette in Chicago Event, Thursday, November 6

Week 10: November 10, “Interviewing”
Readings: Materials will be posted on Learn@UW

Assignment: Prepare yourself for an interview by writing down and describing the following:
1) List and describe, using the STAR format, 3 examples that you can use,
2) List 5 characteristics that describe you and an example of each,
3) List 2 questions you could ask an employer
Submit to the drop box on Learn@UW. Due November 17.

*Informational interview write-up due (Dropbox)

Week 11: November 17, “Mock Interview Event”
Readings: Review mock job description in preparation for mock interview night

In this exercise, you will conduct a 20 minute interview with an alumnus or friend of La Follette and then receive 10 minutes of feedback. You will be assigned a time slot between 4:30 and 6:30pm. If you have scheduling conflicts for 5:30-6:30pm and must be prioritized for the time slots between 4:30-5:30pm, please notify Hilary as soon as possible. Please dress business casual and bring copies of your resume. Attendance is required and will be monitored.

*Interview prep due (Dropbox)

Week 12: November 24, “Applying for Federal Jobs”
- Guest speaker: Marie Koko, L & S Career Services

*LinkedIn Profile due
**Week 13: December 1, “Salary Negotiation, Professional Interactions, & Mentoring”**

**Readings:** excerpts from *Lean In*, by Sheryl Sandberg

*IDP Assignment #3: Discuss due*

**Week 14: December 8, “Summer Internships”**

- La Follette student panel

*IDP Assignment #4: Revise due*

**Post-class Assignment:** Complete course evaluation. A link will be sent to you via email. This is a required assignment. Evaluation feedback is taken very seriously and your input is needed.
RECOMMENDED READING AND ADDITIONAL RESOURCES

Books & Journals:
- *The 7 Habits of Highly Effective People*, by Stephen R. Covey
- *The Complete Job-Search Handbook: All the Skills You Need to Get Any Job and Have a Good Time Doing It*, by Howard Figler
- *Job searching with Social Media for Dummies*, by Josh Waldman
- *Good Work: When Excellence and Ethics Meet*, by Howard E. Gardner, Mihaly Csikszentmihalyi, & William Damon
- *Strengths Finder 2.0*, by Tom Rath
- *Lean In: Women, Work, and the Will to Lead*, by Sheryl Sandberg

Websites:
- La Follette Career Development Webpage: [http://www.lafollette.wisc.edu/careerdevelopment.html](http://www.lafollette.wisc.edu/careerdevelopment.html)
- UW Student Job Center: [http://jobcenter.wisc.edu/](http://jobcenter.wisc.edu/)
- UW-Graduate School, Professional Development: [http://grad.wisc.edu/pd/](http://grad.wisc.edu/pd/)
- Career Locker: [https://wiscareers.wisc.edu/Default.asp](https://wiscareers.wisc.edu/Default.asp)
- PublicServiceCareers.org: [http://publicservicecareers.org/](http://publicservicecareers.org/)
- USA Jobs: [https://www.usajobs.gov/](https://www.usajobs.gov/)