Meeting time and location:
Monday, 5:00-6:00pm; Room 120, Ingraham Hall

Instructor:
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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 which classes to take, which
internships to pursue, and which 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.

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.

**COURSE ASSIGNMENTS AND EVALUATION**

**Grading:** This is a Pass/Fail class, graded as “CR” (credit), in the UW grading system upon successful completion. 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 √, Pass, √+, Exceptional work, and √-, assignment is not up to par and needs to be redone. Late work will not be accepted, except in 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. If you miss a class, you must attend an alternative career development event and hand in a one-page summary, explaining what you learned and how you’ll use it. Again, attendance at speed networking and mock interview events is required to pass the course.

**Course Assignments & Portfolio Elements:**

1) **Individual Development Plan (IDP):** 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.
   **DUE:** various dates throughout semester, beginning Sept. 21 and ending Dec. 14

2) **Professional Resume and Job Application Cover Letter:**
   **Objective:** Use the skills identified in individual development plan to explain your value to employers.
   **DUE:** September 28

3) **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:** October 12
4) **“Elevator Speech”/Speed Networking Event:**
   **Objective:** To practice and make the best of networking opportunities.
   **DUE:** October 26

5) **Informational Interview Report:**
   **Objective:** Build network & explore career possibilities.
   **DUE:** November 9

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 23

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 30

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:** end of semester; sign up for available dates and times will be happen in class

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/).

**ACADEMIC INTEGRITY**
I expect full adherence to the UW’s Academic Integrity policies, and any academic misconduct will be dealt with accordingly: [https://www.students.wisc.edu/doso/academic-integrity/](https://www.students.wisc.edu/doso/academic-integrity/).

**COURSE COMMUNICATION**
The best way to contact me is via email; I will make all efforts to 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 ([pubaffr800-1-f15@lists.wisc.edu](mailto:pubaffr800-1-f15@lists.wisc.edu)).
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 14, “Introduction”
- The career development process
- Public affairs job market trends
- Career development resources at La Follette

Readings:
- “It May be a Good Job, but Is It Good Work?” by Daniel Goleman

Assignment (hand in hard copy at beginning of class; due Sept. 21):
Read through the IDP (located in General Course Documents folder, Learn@UW), and complete IDP Sections 1 (Assess) and 2 (Write) (pgs. 1-10). Print out these sections only, and hand in a hard copy at the beginning of next class.

Week 2: September 21, “Resumes & Cover Letters”
- Designing great resumes and cover letters
  - BRING YOUR CURRENT RESUME TO CLASS, TO WORKSHOP
- IDP Assignment (assess and write) due

Readings:
- Resume packet (on Learn@UW)
- Cover letter basics (on Learn@UW)

Assignment (hand in hard copies, beginning of class, due Sept. 28):
Prepare a 1-2 page customized resume and a one page customized cover letter to apply for a current, real-world internship, PAship, or part-time or full-time position of interest. Use current experience and information. Submit job announcement as well.

Week 3: September 28, “Project Management”
- Guest Speaker: Darin Harris, Consultant, Facilitator, UW Office of Quality Improvement (also LFS alum)
  - Resume and cover letter assignment due

Readings:
- Materials to be posted on Learn@UW
**Week 4: October 5,**
- Professional Writing at La Follette
- The Policy Memo

**Readings:**
- “Memorandum on Writing Memoranda,” David Weimer
- Also, review Editorial Resources on LFS website: https://www.lafollette.wisc.edu/research-public-service/publications/editorial-resources

**Assignment (hand in hard copy at beginning of class; due Oct. 12):**
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.

**Week 5: October 12, “Career Panel: Working Across Different Sectors”**
- Speakers TBD
- Policy memo due (hard copy in class)

**Readings:**
- Informational Interviewing packet (on Learn@UW)
- Browse through and read at least 3 LFS alumni profiles: https://www.lafollette.wisc.edu/alumni-friends/alumni-profiles

**Assignment (upload via Dropbox; due November 9):** Conduct an informational interview with a person in your field of interest who is not an immediate family member. Write a 1-page paper about the interview in which you describe: 1) who you interviewed and why; 2) the most interesting information and advice that you learned; and 3) how you plan to use what you learned (e.g., in your job search, how you might continue the relationship, etc.). You must also send a written thank you note to your interviewee.

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 in class or at networking events such as Policy After Work are all good interview sources.

***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.***

**Week 6: October 19, “Networking”**
- Why and how to network
- Elevator speeches
- Guest speaker, Dave Nelson, Director of Alumni Professional Networks and Career Resources and LFS instructor
Readings:

- Materials to be posted on Learn@UW
- View “Giving Your Elevator Pitch” with Todd Dewett, via Lynda online training (you can login with your netID: https://www.doit.wisc.edu/services/online-training/)

Assignment (submit via Dropbox; due October 26): 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.

Week 7: October 26, “Speed Networking Event”
NOTE: MEET AT THE PYLE CENTER FOR THIS 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 business cards if you have them. This is a great place to secure an informational meeting for the report due November 9. Attendance is required and will be monitored. Event runs from 5:00-6:15pm.
- Elevator speech due (Dropbox)

Week 8: November 2, Topic TBD
- Guest speaker TBD

Readings:
- Materials to be posted on Learn@UW

Week 9: November 9, Social Media and Data Visualization
- Using LinkedIn to job search and network
- Data Visualization
- Informational interview assignment due (Dropbox)

Readings:
- View LinkedIn videos at: https://university.linkedin.com/linkedin-for-students
- Additional materials to be posted on Learn@UW

Assignment (due November 30): Create a LinkedIn Profile and join the La Follette group by visiting this website and making a request to join: https://www.linkedin.com/groups/La-Follette-School-Public-Affairs-39199/about.

Week 10: November 16, “Interviewing”
- Preparing for interviews
- Performing interviews
Readings:
- Guide to Interviewing (on Learn@UW)

Assignment (submit via Dropbox; due November 23): 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

Week 11: November 23, “Mock Interview Event”
- 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 5:00 and 7:00 pm. If you have scheduling conflicts for 6-7pm and must be prioritized for the time slots between 5-6pm, 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 30, “Applying for Federal Jobs”
- Guest speaker: Marie Koko, L & S Career Services
- LinkedIn Profile due

Readings:

Week 13: December 7, “Salary Negotiation, Professional Interactions, & Mentoring”

Readings
- excerpts from Lean In, by Sheryl Sandberg
- Additional materials to be posted on Learn@UW

Assignment (hard copy due at beginning of class, Dec. 14): Complete the “Revise” section of your IDP.

Week 14: December 14, “Summer Policy Learning Experiences”
- Learn about the LFS Summer Policy Learning Experience program
- A panel of LFS students will talk about their internship experiences
- IDP Assignment (Revise) due

Readings:

**Post-class Assignment:** Complete course evaluation. A link will be sent to you via email. This is a required assignment. Evaluation feedback is taken 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)
- L & S Government, Politics, & Policy Careers Webpage:
- 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/)
- BuckyNet:
  - [http://careers.ls.wisc.edu/buckynet--students.htm](http://careers.ls.wisc.edu/buckynet--students.htm)
- Career Locker:
  - [https://wiscareers.wisc.edu/Default.asp](https://wiscareers.wisc.edu/Default.asp)
- O*Net:
  - [http://www.onetonline.org/](http://www.onetonline.org/)
- PublicServiceCareers.org:
  - [http://publicservicecareers.org/](http://publicservicecareers.org/)
- USA Jobs:
  - [https://www.usajobs.gov/](https://www.usajobs.gov/)
- GovLoop:
  - [https://www.govloop.com/](https://www.govloop.com/)
- Wisc.Jobs:
- Nonprofit Times