LA 101M: Liberal Arts to Career
Spring 2016 Syllabus

INSTRUCTORS

Instructor  Robert Vega  •  r.vega@austin.utexas.edu  •  512.471.7900
Class Assistants  Caitlin von Liski  •  c.vonliski@austin.utexas.edu  •  512.471.7900
Office Hours  Please contact LACS (FAC 18 or 512.471.7900) to schedule an appointment

COURSE INFORMATION

Unique# 28975: Wednesdays, 3:00 – 5:00 PM in FAC 18 (Liberal Arts Career Services), January 27 – March 9, 2016

Enrollment Limitation: Enrollment is application-based (see details below); the maximum course enrollment is 24 students. Students are authorized to enroll in order of successful application. We recommend you apply early.

Eligibility: Students who meet the following criteria are eligible to apply: (1) Liberal Arts major; (2) 60+ credit hours; (3) 12 or more credit hours in the student’s major; and (4) have an active BTT Gateway account [https://goo.gl/FdQKrN].

HOW TO APPLY

This course has a two-step application process. Each step must be completed by the deadline; however, this course may fill before the application deadline. Please keep in mind: students are admitted in the order in which applications are successfully completed and approved.

•  Step 1 – Submit your application by 1/26/16 at noon by completing this form: https://goo.gl/fLVeY4
   If your application is accepted, you will be authorized to enroll in the course.
   If your application is not accepted, you will be notified with instructions for further attention.

•  Step 2 – Enroll in the course by 1/27/16 at 9 am
   If you do not add the course by this deadline, your spot will be released for a waitlisted student.

COURSE DESCRIPTION

This course is designed to help you identify your strengths and talents as a liberal arts student, and to develop the necessary skills to conduct an effective job search from beginning to end. By the end of the course you will have a targeted resume and cover letter, a professional LinkedIn profile, along with the necessary tools to network, build your personal brand, and interview successfully.

Course Goals:
•  Create a targeted resume and cover letter ready to submit to job or internship opportunities.
•  Identify your top strengths using the StrengthsQuest Assessment, transferrable skills and areas of expertise.
•  Create an “elevator pitch” to present your ideas in a clear and concise manner.
•  Learn how to effectively conduct a job or internship search and how to interview and network.
•  Clean up your online image and start utilizing your personal brand, including a professional LinkedIn profile.
•  Craft your Liberal Arts story to leverage your degree and experiences in the interview and in the workplace.

This course meets a total of 7 times between January 27 and March 9, 2016. Lectures will be combined with discussions, in-class exercises, small group activities, and independent activities and assignments. You are expected to complete a series of assignments in a timely manner, and to participate actively in class discussions.
ASSIGNMENTS

StrengthsQuest Assessment (5%): Each student will take the StrengthsQuest assessment prior to the first class. The goal of the StrengthsQuest Assessment and activities are to identify your top areas of talent, aid in building a strengths-based resume and cover letter, and develop the ability to identify job or internship postings that fit your strengths.

Job Posting Analysis (15%): Find a job or internship posting that you would like to apply for and analyze the posting from the job seeker and recruiter’s perspectives.

Resume, Cover Letter & References (15%): Develop a targeted resume, cover letter, and references for a specific job or internship you would like to apply for and submit these materials on canvas (5%). This will be a part of the peer review activity that we do during week 4 (10%).

LinkedIn Profile (10%): Create (or update) your LinkedIn profile. Students will be required to schedule an appointment with a Liberal Arts Career Services career coach to have their profile reviewed. Students will have until May 6, 2016 to have their profile reviewed, but are encouraged to schedule an appointment before this date.

Resume Review (10%): Schedule a resume review appointment with a Liberal Arts Career Services career coach. Appointments are 30 minutes long, and will need to be scheduled in advance by calling 512-471-7900. Students will have until May 6, 2016 to have their resume reviewed, but are encouraged to schedule an appointment before this date.

Mock Interview (15%): Schedule a mock interview appointment with a Liberal Arts Career Services career coach. Mock interview appointments are 1 hour long and will need to be scheduled in advance by calling 512-471-7900. Students will have until May 6, 2015 to complete their mock interview assignment. Students must schedule their mock interview appointment by March 11, 2016 at 5:00pm. If mock interview is not scheduled by March 11, 2016 at 5:00pm, but completed by May 6, 2016, student will receive 75% credit for assignment.

Informational Interview (15%): Each student will conduct an informational interview with a professional in their field of interest. Students will arrange to meet with the individual and, if possible, spend some time at their organization. Each student will be required to turn in a reaction paper (1 page) of their experience. Students will have until 3:00 pm on May 6, 2016 to submit their assignment on Canvas. More details to follow during class.

Final Paper (15%): Each student will write a 2 page double spaced paper discussing the following: 1) How will you use what you learned in this course towards your job or internship search? 2) What is your job or internship search “game plan”? 3) Describe why you would be the best fit for your target position. Students will have until 3:00 pm on May 6, 2016 to submit their final assignment on Canvas. More details to follow during class.

ASSIGNMENT SCHEDULE

<table>
<thead>
<tr>
<th>Date</th>
<th>Class topics</th>
<th>Assignment(s)</th>
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<tbody>
<tr>
<td>1/27</td>
<td>Introduction to class • Syllabus review •</td>
<td>Bring StrengthsQuest results to class</td>
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<td></td>
<td>StrengthsQuest Assessment interpretation</td>
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<tr>
<td>2/3</td>
<td>Marketing your liberal arts degree • Crash course on transferable skills</td>
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<tr>
<td>2/10</td>
<td>Resumes, cover letters, references, and thank you letters</td>
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<tr>
<td>2/17</td>
<td>How to conduct an effective job search • Job Posting Analysis activity • Peer Review</td>
<td>Bring to class for peer review: First draft of resume, cover letter and references</td>
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<td>Submit copy of resume, cover letter and references on Canvas (by 3:00pm)</td>
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<tr>
<td>Date</td>
<td>Class topics</td>
<td>Assignment(s)</td>
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<td>2/24</td>
<td>Online presence/Digital dirt • Create an effective LinkedIn profile • Networking • Elevator Pitch</td>
<td>Submit in class: Job Posting Analysis activity</td>
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<tr>
<td>3/2</td>
<td>Interviewing • Informational interviews • Dress for success discussion</td>
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<tr>
<td>3/9</td>
<td>Course wrap-up • Course evaluation</td>
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<tr>
<td>5/6</td>
<td>No Class</td>
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May 6, 2016 at 3:00 PM is the final deadline to submit or complete: (1) LinkedIn profile review, (2) resume review, (3) mock interview (4) informational interview and (5) final paper. Schedule your appointments well in advance; note that credit will NOT be granted for any assignments submitted or completed after December 4 at 3:00 PM CST.

**GRADING**

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>StrengthsQuest Assessment</td>
<td>5%</td>
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<tr>
<td>Job Posting Analysis</td>
<td>15%</td>
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<tr>
<td>Resume, Cover Letter, References</td>
<td>5%</td>
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<tr>
<td>Peer Review Activity</td>
<td>10%</td>
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<tr>
<td>LinkedIn Profile</td>
<td>10%</td>
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<tr>
<td>Resume Review</td>
<td>10%</td>
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<tr>
<td>Mock Interview</td>
<td>15%</td>
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<tr>
<td>Informational Interview</td>
<td>15%</td>
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<tr>
<td>Final Paper</td>
<td>15%</td>
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</tbody>
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**Grading Scale:**

- A = 90-100
- B+ = 87-89; B = 83-86; B- = 80-82
- C+ = 77-79; C = 73-76; C- = 70-72
- D+ = 67-69; D = 63-66; D- = 60-62
- F = 59 or below

Points are given for each assignment or activity; each assignment is due in class on the due date and each assignment must be completed by the due date. Detailed explanations of each assignment or activity will be provided in class. Worksheets handed out in class will be posted on Canvas.

**Late Submissions:**

- **Job Posting Analysis, Resume-Cover Letter-References, Informational Interview Summary and Final Paper:** These assignments may be submitted up to one week late with a 50% point deduction. Assignments submitted after one week will not be accepted. For example, if your assignment is due on Wednesday 9/30, you may submit the assignment late for 50% credit until Wednesday, 10/7 by 3pm. After 3pm on 10/7 the assignment will not be accepted and you will not receive credit for the past-due assignment.

- **StrengthsQuest, Peer Review, LinkedIn appointment and Resume appointment:** These assignments must be completed by the due date for credit. These activities do not have a late submission option – any activity not completed by the due date will not receive credit.

- **Mock Interview:** The mock interview activity has a two-step process, and each step has a specific due date. See Assignments section above for details.

**Attendance:** Attendance is taken via a sign-in sheet: it is your responsibility to sign in. Failure to sign the sheet may mean that your attendance will not be counted. You can miss one class for any reason with no penalty. Additional absences will result in a one-letter grade drop for each unexcused absence. Emergency absences (beyond the one permitted absence) will be excused if followed up with bona fide proof (i.e., medical excuse from doctor or psychologist). Failure to attend class can seriously affect your final grade. If you have to leave early or come late to class (15 minutes) you will not get credit for that class day.

For example, let’s say you have a B+ and you’ve used your one penalty-free absence. Then unexpectedly you have to miss a class for a non-medical (unexcused) reason – you can expect your grade to drop from a B+ to a C+.
SUBMITTING ASSIGNMENTS

Assignments should be uploaded to Canvas by 3:00 pm on the due date. Please do not copy and paste your assignments into Canvas – this is not the proper submission format (please upload only). Improperly submitted assignments will incur a point deduction, see grading note below for details.

Grading Note: Assignments MUST be uploaded to Canvas (with the exception of evaluations). If you do not properly upload your assignment you will receive a 10-point deduction per assignment. The most common improper submission is copy/pasting your assignment into Canvas rather than uploading your document.

BEHAVIORAL EXPECTATIONS

You are expected to:
• Attend each class-- arrive on time and do not leave early. If you cannot meet the class times, withdraw from the class.
• Complete all assignments and readings.
• Participate in class discussions as appropriate.
• Be courteous and respect persons with views that are different from your own.
• Turn off cell phones, computers, iPods, etc., unless needed for the class.
• Not engage in behavior that is disruptive to fellow students, instructor, or guest presenters.

Students who have a disability that may interfere with learning or performance in this class should speak with the instructor as soon as possible to determine appropriate accommodations, if necessary. You are also advised to visit the SSD Office for assistance. Website: http://goo.gl/Be3Ba5

COURSE INFORMATION & DOWNLOADS

Course information and downloads are available in Canvas: https://goo.gl/KLxW2p