INSTRUCTORS

Instructor: Robert Vega • r.vega@austin.utexas.edu • 512.471.7900
Class Assistant: Caitlin von Liski • c.vonliski@austin.utexas.edu • 512.471.7900
Office Hours: Liberal Arts Career Services, FAC 18 • Contact Caitlin von Liski to schedule an appointment.

COURSE INFORMATION

Unique# 29360 • Thursdays, 3:30 – 5:30 PM in FAC 18 (Liberal Arts Career Services) • Feb 5 – Mar 26, 2015

Enrollment Limitation: Enrollment is application-based (see details below); the maximum course enrollment is 24 students, accepted on a first-come, first-served basis. We recommend you apply early.
Eligibility: This course is open to students with (1) a Liberal Arts major; (2) 60+ credit hours; (3) at least 12 credit hours in the student’s major; and (4) an active BTT Gateway account [http://bit.ly/OcKI9G].

HOW TO APPLY

This course has a three-step application process. Each step must be completed by the deadline; however, this course may fill before the February deadlines – students are admitted in the order in which applications are completed.

• Step 1 – Deadline 2/2 at noon: Send Caitlin von Liski (c.vonliski@austin.utexas.edu) a job or internship posting that you are interested in applying for and write a brief description as to how this course will help you in your job/internship search.

• Step 2 – Deadline 2/3 at noon: Once you have completed steps 1 & 2 and we have confirmed that you meet the eligibility criteria, we will authorize you to add the course. If you do not add the course by the deadline, your spot will be released for a waitlisted student.

• Step 3 – Deadline 2/4 at noon: Once you have added the course, you will be sent a StrengthsQuest Assessment code; please take the assessment by the deadline and bring your printed results to class on 2/4.

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 February 4 and March 25, 2015. 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 (10%): 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 (10%): Each student will find a job or internship posting that they would like to apply for and analyze the posting from the job seeker and recruiter’s perspectives.

Resume, Cover Letter & References (25%): Each student will develop a targeted resume, cover letter, and references for a specific job or internship they would like to apply for. This will be a part of the peer review activity that we do during week 4.

LinkedIn Profile (15%): Each student will create (or update) their 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 April 24, 2015 to have their profile reviewed, but are encouraged to schedule an appointment in advance.

Resume Review (10%): Each student will be required to set up 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 April 24, 2015 to have their resume reviewed, but are encouraged to schedule an appointment before this date.

Mock Interview (15%): Each student will be required to set up 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 April 24, 2015 to complete their mock interview assignment, but are encouraged to schedule an appointment before this date.

Informational Interview (15%): Each student will conduct an informational interview with a professional in their field of interest. Students will arrange to meet with that 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 April 24, 2015 to turn in their assignment. More details to follow during class.

GRADING

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>StrengthsQuest Assessment</td>
<td>10%</td>
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<tr>
<td>Job Posting Analysis</td>
<td>10%</td>
</tr>
<tr>
<td>Resume, Cover Letter, References</td>
<td>25%</td>
</tr>
<tr>
<td>LinkedIn Profile</td>
<td>15%</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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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 assigned to each assignment and each assignment is due in class on 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. Assignments not turned in on the due date will be considered late. Assignments turned in within one week of the due date will receive 50% credit. Assignments received more than one week beyond the due date will receive no credit.

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.

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+. 
## ASSIGNMENT SCHEDULE

<table>
<thead>
<tr>
<th>Date</th>
<th>Class topics</th>
<th>Assignment(s)</th>
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<tbody>
<tr>
<td>2/4</td>
<td>Introduction to class • Syllabus review • StrengthsQuest Assessment interpretation</td>
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<tr>
<td>2/11</td>
<td>Marketing your liberal arts degree • Tell Your Story activity • Crash course on transferable skills</td>
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<tr>
<td>2/18</td>
<td>How to conduct an effective job search • Resumes, cover letters, references, and thank you letters</td>
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<td>2/25</td>
<td>Job Posting Analysis activity • Peer Review • Elevator pitch</td>
<td>Bring to class for peer review: First draft of resume, cover letter and references</td>
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<td>3/4</td>
<td>Online presence/Digital dirt • Create an effective LinkedIn profile • Personal branding activity • About Me Page</td>
<td>Submit in class: Job Posting Analysis activity</td>
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<td>3/11</td>
<td>Interviewing • Informational interviews • Networking • Dress for success discussion</td>
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<td>3/18</td>
<td>No Class: Spring Break</td>
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<td>3/25</td>
<td>Millennials in the workplace discussion • Course wrap-up • Course evaluation</td>
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<tr>
<td>4/24</td>
<td>No Class&lt;br&gt;April 24&lt;sup&gt;th&lt;/sup&gt; at 3:00 PM is the final deadline to submit or complete: (1) LinkedIn profile review, (2) resume review, (3) mock interview, and (4) informational interview. Schedule your appointments well in advance; note that credit will NOT be granted for any assignments submitted or completed after April 24&lt;sup&gt;th&lt;/sup&gt; at 3:00 PM CST.</td>
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## 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://deanofstudents.utexas.edu/ssp/index.php](http://deanofstudents.utexas.edu/ssp/index.php)

## COURSE INFORMATION & DOWNLOADS

Course information and downloads are available in Canvas: [https://courses.utexas.edu/](https://courses.utexas.edu/)