The University of Texas at Austin
Liberal Arts Career Services

LA 101M: LIBERAL ARTS TO CAREER
SPRING 2018 SYLLABUS

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	Please contact LACS (FAC 18 or 512.471.7900) to schedule an appointment

COURSE INFORMATION

Unique #29265: Wednesdays, 3:00 – 5:00 PM in FAC 18 (Liberal Arts Career Services), February 7 – March 28, 2018

Enrollment Limitation: Enrollment is application-based (see details below) and limited to 24 students. Students are authorized to enroll in the order of successful application; therefore, we recommend you apply and enroll early.

Eligibility: Students who meet the following criteria are eligible to apply: (1) Liberal Arts major; (2) 30+ credit hours; and (3) have an active BTT Gateway account [http://goo.gl/cUXwWu].

Application: This course requires an application. Explore the application details at: http://goo.gl/NgdxKy

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, and the necessary tools to network, build your personal brand, and interview successfully.

Course Goals:

- Provide an open space where students can ask career questions, share experiences and learn in a group setting.
- Identify your top strengths using the StrengthsQuest Assessment, transferrable skills and areas of expertise.
- Explore your career options.
- Create a targeted resume and cover letter ready to submit to job or internship opportunities.
- Craft your liberal arts story to leverage your degree and experiences in the interview and in the workplace.
- Gain knowledge of career industries and narrow down your target career options.
- Review your online content and learn how to better promote your personal brand across social media platforms; Create and/or update your LinkedIn profile.
- 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.
- Create a strategic career search plan that you can continuously develop and implement over time.

This course meets a total of 7 times between February 7 and March 28. 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.

ASSIGNMENT SCHEDULE

Class	Date	Class topics
1	2/7	Class Introduction | StrengthsQuest Review | Marketing Your Liberal Arts Degree Discussion
2	2/14	Career Exploration & Research| The Job Search
3	2/21	Transferable Skills Discussion | Job Posting Analysis
4	2/28	Resumes, cover letters, references, and thank you letters
5	3/7	Online Presence | Networking | Informational interviews
-	3/14	No Class – Spring Break
6	3/21	Professional Etiquette | Peer Resume, Cover Letter & LinkedIn Profile Review
7	3/28	Interviewing | Career Search Game Plan | Course Wrap-Up

ASSIGNMENTS & DUE DATES

StrengthsQuest Assessment (5%): You will take the StrengthsQuest assessment prior to the first class. The goals 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.

Bring to Class: February 7, 2018 | No Late Submissions

Career Exploration & Research Paper (10%): Using the skills and career exploration tools discussed in class, research a sector, industry, career or job type that aligns with your interests and write a summary describing why you made this selection and what you learned about it in your research (400-word minimum in a 1.5-spaced document). This assignment will be submitted on Canvas.

Canvas Due Date: February 19, 2018 | Late Submission (-25%) Deadline: February 21, 2018 at 3pm

Job Search (5%): Conduct a job or internship search and select one job or internship posting of interest to you and that you would like to use as a base for subsequent assignments. This assignment will be submitted on Canvas and used in class in subsequent weeks.

Canvas Due Date: February 19, 2018 | Late Submission (-25%) Deadline: February 21, 2018 at 3pm
Bring to Class: February 21, 2018 (Class 3)

Job Posting Analysis (10%): Using the job or internship posting you selected in the previous assignment, complete a job posting analysis. The job posting is required for completion of this assignment. This assignment will be submitted on Canvas and used in class in subsequent weeks.

Canvas Due Date: February 26, 2018 | Late Submission (-25%) Deadline: February 28, 2018 at 3pm
Bring to Class: February 28, 2018 (Class 4)

Resume & Cover Letter (10%): Using the job posting and your job posting analysis, develop a resume and cover letter targeted to the job you selected. The job posting and analysis are required for completion of this assignment. This assignment will be submitted on Canvas and you will bring your resume and cover letter to class for the peer review.

Canvas Due Date: March 5, 2018 | Late Submission (-25%) Deadline: March 7, 2018 at 3pm
Bring to Class: March 21, 2018 (Class 6)

LinkedIn Profile (5%): Create (or update) your LinkedIn profile. Your profile should include a professional picture, unique headline, professional summary, experience section, education section and skills section. Craft a professional networking message and connect with the course instructor to show that you have completed this assignment.

Connect with Instructor by: March 28, 2018 | Late Connection (-25%) Deadline: May 4, 2018 at 3pm
Bring to Class: March 21, 2018 (Class 6)

Informational Interview (10%): Conduct an informational interview with a professional in a field of interest to you. This assignment will be submitted on Canvas.

Canvas Due Date: May 4, 2018 | No Late Submissions

Peer Resume & Cover Letter Review (5%): Bring your resume and cover letter to class to participate in this assignment. Students will play the role of a recruiter and review other students' materials - providing constructive feedback and suggestions - and in turn, will have their materials peer reviewed. This assignment requires attendance with a hardcopies of your resume and cover letter.

Bring to Class & Participate: March 21, 2018 (Class 6) | No Late Submissions

Peer LinkedIn Profile Review (5%): Bring your printed LinkedIn profile to class to participate in this assignment. Students will provide constructive feedback and suggestions - and in turn, will have their profiles peer reviewed. This assignment requires attendance with a hardcopy of your LinkedIn profile.

Bring to Class & Participate: March 21, 2018 (Class 6) | No Late Submissions

Resume Review Appointment (10%): Participate in an appointment with a Liberal Arts Career Services career coach to review your resume. Schedule your appointment by calling 512-471-7900 or attend walk-in coaching [http://goo.gl/wjnKtK]. You have until May 4, 2018 to attend a resume review appointment or walk-in session, but you are encouraged to complete your resume review session well before this date.

Must be Completed by: May 4, 2018 at 4:00 pm | No Late Submissions

Mock Interview (10%): Participate in a mock interview with a Liberal Arts Career Services career coach. The deadline to schedule your mock interview is April 23, 2018 at 5:00pm and the deadline to complete your mock interview is May 4, 2018 at 4:00 pm. To start, submit your mock interview request form at: http://goo.gl/fX632r. Within two business days, LACS will follow up with you to schedule your mock interview. Please keep the two-business day response time in mind when trying to meet the scheduling deadline. You will receive 100% of this grade if your mock interview is scheduled by April 23 and you participate in the mock interview by May 4. You will receive 75% of this grade if you miss the April 23 scheduling deadline but you meet the May 4 mock interview participation deadline.

Must be Scheduled by: April 23, 2018 at 5:00 pm | Must be Completed by: May 4, 2018 at 4:00 pm
No Late Submissions

Final Paper (15%): Write a two-page, double-spaced narrative that summarizes what you've learned in class, describes how you will use what you've learned in class to execute a job or internship search and summarizes your strengths as they relate to your intended position.

Canvas Due Date: May 4, 2018 | No Late Submissions

Final Paper Required Components:

- Summary: An overall summary of what you learned in class and how this class has helped prepare you for your next and future job searches.
- Your Game Plan: A comprehensive career search plan that you will implement for your intended job or internship. Your game plan should include:
    - Your End Goal: Provide information about the specific job or internship that you intend to pursue and describe how you searched for this opportunity using, and naming, at least one job search tool covered in class. *The goal of this section is to demonstrate your ability to use what you learned towards this and future job/internship searches.*
    - Steps To Your Goal: Describe two or more steps you'll need to accomplish to reach your end goal. Each step's description should include details of what the step involves, the resources you'll need to use and how you'll know when you've completed it. *The goal of this section is to demonstrate your understanding of how to actively prepare and network for targeted applications.*
    - Your Timeline. Provide dates or periods (i.e., 2 weeks) to describe a timeline for the steps that you will follow to implement your job/internship search plan. *The goal of this section is to demonstrate your ability to create and implement an action plan.*
- Your Strengths. Describe why you would be the best fit for the specific position in your game plan. Your description should include the strengths you identified in class. *The goal of this section is to identify your strengths and marketability in the job search.*

GRADING

StrengthsQuest Assessment	5%
Career Research Summary	10%
Job Posting	5%
Job Posting Analysis	10%
Resume & Cover Letter	10%
LinkedIn Profile	5%
Informational Interview	10%
Resume & Cover Letter Peer Review	5%
LinkedIn Profile Peer Review	5%
Resume Review	10%
Mock Interview	10%
Final Paper	15%

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; please see each assignment for the due date and submission format. Detailed explanations of each assignment or activity will be provided in class. Worksheets handed out in class will be posted on Canvas.

Attendance: Due to the abbreviated course schedule, attendance is mandatory. You can miss one class for any reason with no penalty. Each additional unexcused absence will result in a 10-point deduction from your final overall grade.* Emergency absences (beyond the one permitted absence) will be excused if followed-up with bona fide proof (i.e., medical excuse from doctor). Failure to attend class can seriously affect your final grade. Arriving to class 15+ minutes late or leaving 15+ minutes early will be counted as an unexcused absence.

*For an example of the 10-point deduction, let's say at the end of the course you have an overall grade of a 90. However, you have two absences – one penalty free and a second unexcused – which means that your final grade will drop from a 90 to an 80.

CLASS EXPECTATIONS

You are expected to:

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

COURSE INFORMATION & DOWNLOADS

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