LA&S 492 Topics and Problems:
Job Search Strategies for Liberal Arts & Sciences Students

Syllabus – Fall 2014

COURSE DESCRIPTION:

This course is designed to introduce students to the fundamentals of planning and organizing job search strategies. Emphasis is placed on identification of individual goals, assessment of talents, exploration of career options, analysis of the job market, effective use of employment search tools (e.g., resumes, cover letters, interviewing, networking and management of career pathways). The course stresses the value of the arts and sciences degree in the labor market and develops job search skills that will be useful throughout life.

COURSE CREDIT: 1 credit hour course, primarily for junior or senior students.

DAY/TIME OF CLASS: Tuesdays, 2:30pm – 3:20pm

LOCATION: Courtside Room, 3rd Floor; Burge Union; Lawrence Campus

INSTRUCTOR: Chance Clutter – Assistant Director
P: 864-3624   Email: c.clutter@ku.edu
Rhiannon Racy - Graduate Teaching Assistant:
P: 864-3624   Email: rmracy@ku.edu

TEXTBOOK and REQUIRED MATERIALS:


KU Career Connections Registration. Go online: career.ku.edu/kucc and login with your KU online ID and password to complete the survey and update all of your personal/academic information. You will also need to upload your resume. This is the system you will use to select your mock interview. This is a course requirement for all students.

Do What You Are Assessment. There is a required $20.00 fee. See the instruction sheet on Blackboard.


COURSE PURPOSE:

The purpose of this course is to assist Liberal Arts and Sciences students in assessing the value of their education/skills and managing their own career and employment search. The course will facilitate the development of life-long skills used in career development: self-assessment, career/employment researching and networking, job search skills, career management and adaptability to the changing world of work. Job Search Strategies for Liberal Arts and Sciences Students provides the opportunity to learn and practice career planning and job searching strategies that will be useful throughout life.

COURSE OBJECTIVES:

At the completion of LA&S 492 – Job Search Strategies for Liberal Arts & Sciences Students, students will be able to:
• Assess personal strengths, skills, interests and values that influence the career search
• Identify marketable skills developed from a liberal arts education and demonstrate how to convey the value of transferable skills to employers
• Utilize networking strategies to identify future employment alternatives
• Construct a professional resume that clearly outlines student’s unique skills and qualifications
• Write an action-oriented and concise cover letter and a professional thank you letter
• Research resources to assist with the employment search and acquire organizational knowledge
• Effectively use online professional networking sites
• Demonstrate an understanding of the dynamics of interviewing and effectively present their unique contributions in a mock interview setting
• Determine transitional issues for post-graduation endeavors and manage career advancement

COURSE EXPECTATIONS

Attendance is required and expected.
Because attendance is paramount to your success with the job search, you are expected to be in class each week. You are permitted one absence from class ("excused" or "unexcused"). Each additional absence after the first, NO MATTER THE REASON, results in a 5-point deduction from the total points for the class (assignments add up to 100 total points for the class). If you come to class, sign in and leave early FOR ANY REASON, you will be considered absent for that class period. If you wish to successfully complete this course, you must plan to attend each week for the entire 50 minute class.

KU Career Connections Registration
You must register for KU Career Connections and upload your resume to the system by the start of class on September 2 and have your resume uploaded by Oct.7. Failure to sign-up for KU Career Connections will result in failing the class because you must be registered in order to sign up for an employer mock interview, which is required to pass the class.

Late assignments
Assignments will be collected during class on the due date and are due at the beginning of class (i.e. 2:30pm). It is assumed that you will exhibit professionalism throughout the course, just as you would when conducting a job search, which includes completing your work by the stated deadline. This rule also applies if you are absent from class. Because there are no exams in the class, your entire grade is based on your assignments, participation, and quizzes. Therefore, it is extremely important to pay attention to deadlines and submit your assignments on those due dates. Late assignments will only be accepted if delivered to instructor within one (1) week of the due date, and will incur a 50% reduction in points.

Please note: computer or printer problems are not acceptable excuses for assignments not being turned in at the time and date required. You may email the assignment to the instructor PRIOR TO (not during or after) class on the due date (c.clutter@ku.edu) if you are not able to attend to obtain full points. Since there are many computers available on campus to use, problems with your personal computer are not acceptable excuses for not being able to submit an assignment on time.

Extra Credit
Extra credit assignments are available. Extra credit assignments are worth 5 points each with a maximum of 15 points possible for the semester. Check Blackboard for options. Extra credit will be accepted until the last day of class (Tuesday, December 9th). Absolutely no extra credit will be accepted after the last day of class.

Email Notices
I will occasionally send email reminders, notices, and sometimes current job openings through Blackboard to the class. When I do this, the email will clearly indicate in the subject line that the information is about the LA&S 492 job search strategies class. These messages will go to whatever email address you have officially registered with KU. If you do not check your KU email, you will miss this information from class.

Students With Disabilities
The Academic Achievement & Access Center (AAAC) coordinates accommodations and services for all KU students who are eligible. If you have a disability for which you wish to request accommodations and have not contacted the AAAC, please do so as soon as possible. Their office is located in 22 Strong Hall; their phone number is 785-864-4064 (V/TTY).
Information about their services can be found at http://disability.ku.edu. Please contact me privately in regard to your needs in this course.

ASSIGNMENTS

1. **Do What You Are assessment**: Use the DWYA instruction sheet provided in class to complete this assignment online (additional instructions also on Blackboard). There is a $20.00 fee required for this assessment. You will pay online with a credit card, or, if you prefer to pay cash, you may come into 110 Burge Union and pay in person. The instructor will print out the full report for you. **Due**: Sept. 16th

2. **Professional Resume** - You will complete a **Professional Resume** – due on Sept. 16th. You will incorporate the various techniques and formatting recommended during discussions in class and from the Resume, References, and Cover Letter handout. Generic resume templates (like MS Resume Wizard) will not be accepted.

3. **Business Career Fair (Thursday, Sept. 18 – outside of class)** - Attend the Business Career Fair on Thursday, Sept. 18th in the Kansas Union. The fair is held from 12:00pm-4:00pm in the Kansas Union 5th Floor. You will need to take the Career Fair Form provided in class with you to the career fair and have a KU staff member sign your form after you finish. There is also a copy of this form on Blackboard if you need. Complete the questions on the form and bring it to class the following week (Sept. 23) to receive points for completing this assignment.

4. **Informational Interview Summary AND Thank You Letter** - Interview a professional from your area of career or job interest using questions provided in class. Write a 2 to 3-page paper discussing what you learned about the career and/or particular industry. **Carefully follow the instructions on Blackboard for this assignment. Due**: Nov. 11th.

5. **Thank You Letter** – You will write a thank you letter to the person you spoke to in your informational interview. **Please attach a copy to the Informational Interview summary and send the original to the professional granting you the interview. Due: Nov. 11th.**

6. **Professional Cover Letter** - You will find a job announcement of interest to you and write a letter of application to the job. (This could also be written for an internship announcement that you are applying for). You are required to print a copy of this announcement to turn in with your assignment (the announcement should contain the full job description – requirements/skills sought/etc.). You may use KU Career Connections to find an appropriate job announcement. Indeed.com is also recommended. Be sure to address the qualifications and job requirements that the employer is seeking in your letter. Market yourself to the employer by highlighting your experiences that will make you a good candidate for this job. **For full credit, you are required to submit a copy of the job announcement with your one-page targeted cover letter and include a copy of your targeted resume (i.e. your resume must also be geared towards the job description). Your letter should be completely error-free. Employers will disregard application letters with errors, so it is expected that you will carefully proofread your letter before turning it in. The letter will automatically have two (2) points taken off the grade for typographical or grammatical errors. Due: Oct. 21.**

7. **Employer Mock Interview and Summary Paper** - During the designated weeks you will sign up for a mock interview with a scheduled employer. A list of the employers conducting mock interviews will be provided to you on **Oct. 21st** in class. You will then have from **Oct. 21-Oct. 28** to sign up for an interview slot with one of the employers. The interviews will occur from Nov.17-Nov.21. If you need to change your time for any reason after the Oct. 28th deadline, contact the instructor immediately to make this arrangement.

You must sign up and complete a mock interview to receive a passing grade in the class. There are no exceptions or substitutions for this assignment. **If you do not sign up for an interview or fail to show up for your assigned interview time, you will fail the class.** You will attach the employer evaluation (form provided by employer) to a self-evaluation summary paper of your strengths/weaknesses (be specific) during the interview—provide specific plans for improving your interviewing skills. Your summary should be a minimum of 1-2 pages and include specific examples of what you did well during the interview, what areas you need to work on and some specific plans you have to improve your job interviews in the future. **Paper and Evaluation due: Nov. 25th**
8. **LinkedIn Profile** – Create/Complete a LinkedIn Profile online according to the instructions given and connect with the instructor. Due: Nov. 4th.

9. **Final Self-Reflection Paper** - *Where I am, where I want to go, transition plans.* The final paper combines all you have learned during the course about yourself, your career plans, your job search skills, and plans for career management after graduation. Include *each* point in your discussion:
   - What are your career plans at this point? If you do not have a specific career focus, where are you in the process of discovering your career interests and making plans to pursue them?
   - Why you selected your college major and how you will use the skills you’ve developed during college in your future career?
   - Your strengths and weaknesses regarding the job search process
   - Comment(s) on the class itself and what you will take away after the semester ends
   - Devote a portion of the paper to your future plans and how you plan to transition to the world of work or graduate school
   - Length of 2-3 pages typed. Due: Dec. 9th.

*Additional points will be awarded for random quizzes and in-class writing assignments.*

**EVALUATION**

Assignments will be collected during class on the due date. See the note on late assignments above. Point allocation for each of the assignments is below.

<table>
<thead>
<tr>
<th>Graded Assignments</th>
<th>Points</th>
<th>Due Date</th>
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<tbody>
<tr>
<td>Professional Resume</td>
<td>20</td>
<td>Sept. 16</td>
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<tr>
<td>Do What You Are assessment</td>
<td>10</td>
<td>Sept. 16</td>
</tr>
<tr>
<td>Career Fair Assignment</td>
<td>5</td>
<td>Sept. 23</td>
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<tr>
<td>Targeted Cover Letter/Resume and Attached Job description</td>
<td>10</td>
<td>Oct. 21</td>
</tr>
<tr>
<td>Linked In Profile</td>
<td>5</td>
<td>Nov. 4</td>
</tr>
<tr>
<td>Informational Interview and Thank You</td>
<td>15</td>
<td>Nov. 11</td>
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<tr>
<td>Mock Interview, Evaluation, and Reflection Paper</td>
<td>15</td>
<td>Nov. 25</td>
</tr>
<tr>
<td>Self-Evaluation Paper</td>
<td>10</td>
<td>Dec. 9</td>
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<tr>
<td>Surprise Quizzes/Writing Reflections</td>
<td>10</td>
<td>ongoing</td>
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**TOTAL POINTS** *100*

*(115 points possible with 3 extra credit assignments of 5 points each)*

*Failure to register for KU Career Connections (10/7) will result in failure of the class
*Failure to sign up or attend a mock interview will result in a failure of the class.
*After one absence, each subsequent absence, no matter the reason, will result in a 5 point deduction from the total points.

**Grading Scale:**

<table>
<thead>
<tr>
<th>Score Range</th>
<th>Grade</th>
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<tbody>
<tr>
<td>90-100</td>
<td>A</td>
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<tr>
<td>80-89</td>
<td>B</td>
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<tr>
<td>70-79</td>
<td>C</td>
</tr>
<tr>
<td>60-69</td>
<td>D</td>
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<tr>
<td>Below 59</td>
<td>F</td>
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</tbody>
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A Note on Academic Misconduct: All written assignments must be the student’s original work. For your information, Article II, Section 6 of the Rules and Regulations of the University Senate, defines academic misconduct which you can read more about here: [https://documents.ku.edu/policies/governance/USRR.htm#art2sect6](https://documents.ku.edu/policies/governance/USRR.htm#art2sect6).
<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Reading Assignment</th>
<th>Project/Assignment</th>
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</table>
| 8/26  | - Introductions  
  - Course Expectations/Assignments  
  - Job Search – The Big Picture | Resumes, References, and Cover Letters Guide (p. 1-12)  
  Job Choices: (pg. 7-14) | **Future Deadline:**  
  - Complete KU Career Connections profile/survey and update personal/academic info – Due: 9/2 |
| 9/2   | - Creating professional resume                                      | Job Choices (p. 47-52 and 71-75)                       | **Due Today:**  
  - KU Career Connections profile completed  
  **Future Deadline:**  
  - Bring copy of your updated/current resume to be reviewed in class |
| 9/9   | - Professional Resumes  
  - Considering Graduate School                                         | Job Choices: (p.20)                                   | **Due Today:**  
  - Copy of updated resume  
  **Future Deadline:**  
  - Final revised copy of resume – Due: 9/16  
  - Complete the Do What You Are assessment ($20.00 fee) – Due: 9/16 |
| 9/16  | Career Fair Tips-How to successfully attend a career fair | Handout: Career Fair Tip Sheet                       | **Due Today:**  
  - Revised final resume  
  - DWYA assessment completed  
  **Future Deadlines:**  
  - Attend Business Career Fair on Thursday, Sept. 18 in the Kansas Union (5th Floor), held during 12:00 to 4:00 p.m. **Take the career fair form with you to the fair to be signed.** Due: 9/23 |
| *9/18 | Attend the Business Career Fair  
  (*Note – occurs outside regular classroom time) | Bring Career Fair Form to event. Obtain signatures and complete form. | **Future Deadline:**  
  - Career Fair Assignment – Due 9/23 |
| 9/23  | Review Do What You Are assessment (Instructor will bring your results to class) | Job Choices (p. 20 and 38-41) | **Due Today:**  
  - Career Fair assignment/signed form |
| 9/30  | - Value of Liberal Arts Degree  
  - Researching Employers | Resumes, References, & Cover Letters guide (p. 13-18)  
  Job Choices (p. 43-45) | **Future Deadline:**  
  - Upload your updated resume into your KU Career Connections account – Due: 10/7 |
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Deadline Details</th>
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<tbody>
<tr>
<td>10/7</td>
<td>Professional Letters/Cover Letters</td>
<td>Future Deadlines: Create a targeted cover letter and resume for a specific job (print off job description for assignment as well) – Due: 10/21</td>
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<td><em>10/14</em></td>
<td>FALL BREAK – NO CLASS</td>
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<td>10/21</td>
<td>Networking</td>
<td>Due Today: Cover letter, targeted resume, and job description</td>
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<td>Job Choices: (p. 22-26)</td>
<td>Future Deadlines: Informational Interview paper and Thank You note – Due: 11/11</td>
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<td>-Sign up for a mock interview – Due: 10/28</td>
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<td>10/28</td>
<td>Online Image and Branding</td>
<td>Future Deadlines: Linkedin Profile – Due 11/4</td>
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<td>Job Choices (p. 16-19)</td>
<td>-Informational Interview paper and Thank You note – Due: 11/11</td>
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<td>11/4</td>
<td>Interview Tips Part I</td>
<td>Due Today: Linkedin Profile</td>
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<td>-30 second elevator speech</td>
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<tr>
<td>11/11</td>
<td>Interview Tips Part II</td>
<td>Due Today: Informational Interview paper and Thank You note</td>
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<td>Future Deadlines: Complete mock interview and mock interview reflection paper – Due: 11/25</td>
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<td>-Dress Business Casual for event – Due: 11/18</td>
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<tr>
<td>11/18</td>
<td>Employer Networking event</td>
<td>Future Deadlines: Complete mock interview and mock interview reflection paper – Due: 11/25</td>
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<td></td>
<td>Job Choices: (p. 80-84)</td>
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<tr>
<td>11/25</td>
<td>Job offer/negotiation</td>
<td>Due Today: Mock Interview reflection paper (include employer evaluation)</td>
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<td></td>
<td>-Trouble-shooting a challenging job search</td>
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<tr>
<td>12/2</td>
<td>Transition from student role to professional role</td>
<td>Future Deadlines: Final Self-Evaluation paper and extra credit assignments – Due: 12/9</td>
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<td></td>
<td>Job Choices: (p. 28-30)</td>
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<tr>
<td>12/9</td>
<td>Last Day of Class</td>
<td>Due Today: Final Self-Evaluation paper</td>
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<td></td>
<td>-Long distance/international job search</td>
<td>-any final extra credit assignments</td>
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<td>-Course Evaluations</td>
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