

Action Plan Worksheet

Whether you are exploring potential career paths, researching majors, or conducting a job or internship search, creating an action plan with specific goals and deadlines can help you organize your activities and focus your attention. Use this worksheet to identify your overall goal, supporting goals and resources that will help you achieve your overall goal, and a timeline for your process. Bring this action plan with you to your next appointment to review with your career coach.

Overall Goal

Overall Goal:

Accomplish by:

Supporting Goals & Actions

Supporting Goal #1:

Accomplish by:

Resources/Actions:

Supporting Goal #2:

Accomplish by:

Resources/Actions:

Supporting Goal #3:

Accomplish by:

Resources/Actions:

Verify that your goals are **SMART**:

Specific: What exactly will you accomplish? **M**easurable: How will you know when you have reached your goal? **A**chievable: Is achieving this goal realistic with effort and commitment? **R**elevant: Why is this goal significant to your life? **T**imely: When will this goal be achieved?

Sample Action Plan

Overall Goal

Overall Goal: Accomplish by: Next Summer

To confirm that public relations is a career field I would like to pursue

Supporting Goals & Actions

Supporting Goal #1: Accomplish by: Fall Break

Look for opportunities on campus to get involved and connected with students who also have this interest

Resources/Actions:

- ✓ Explore KU's Public Relations Student Society of America (PRSSA) - call club president and talk with her about organization
 - ✓ Check out their website
 - ✓ Talk to roommate's friend who is a member
 - ✓ Attend the meeting on the 2nd Tuesday of this month
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Supporting Goal #2: Accomplish by: Thanksgiving

Get an insider's look from someone who is working in public relations asking them about daily duties, necessary skills and credentials, etc.

Resources/Actions:

- ✓ Talk to my uncle, who works as a PR manager, when I go home for Thanksgiving
 - ✓ Come up with a good list of questions to ask about public relations work – remember to ask what he likes to see on students' resumes who are applying for internships
 - ✓ Research salaries, demand, necessary skills, and daily activities using career research websites (i.e. America's Info Net, O*Net, OOH)
 - ✓ Research real job announcements in order to look for trends in necessary skills/qualifications and job titles for PR positions.
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Supporting Goal #3: Accomplish by: Spring Break

Secure internship in public relations for the summer

Resources/Actions:

- ✓ Meet with a UCC career coach about my internship search; have my resume and cover letter reviewed
 - ✓ Search for internships on the UCC's Internship Center website, KU Career Connections, PRSA website, and on business websites that would have public relations positions
 - ✓ Talk to members of PRSSA about internships they know about
 - ✓ Attend Spring Career Fair in February
 - ✓ Talk to Uncle about internships at his company
 - ✓ Ask my roommate for her Mom's contact information so I can contact her about internships at her company
 - ✓ Apply for at least 5 internships a week
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