

## AANAPISI COURSE RELEASE PROPOSAL

**Sponsored by U.S. Department of Education, Grant No. P382B110017  
Asian American Native American Pacific Islander Serving Institution (AANAPISI)**

**No more than three single-spaced pages, in 12 point Times New Roman font.**

Title: *(Project title)* Developing Professional Writing Skills that Prepare Applicants for Professional Internships and Positions after Graduation

Author/Participants: *(Include all participants and their departments)*

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Date: *(Today's date)* October 30, 2013

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Project Abstract: *(Same abstract from your cover page.)*

**Highly interactive workshop sessions (one-on-one tutoring/mentoring/coaching) will help student participants assess their personal skills, incorporate practical, workable tips for writing a compelling, persuasive résumé/cover letter by transferring marketable skills/knowledge/outcomes into a professional written document, and learn how to use these tools (résumé, cover letter, LinkedIn) to secure an interview/position.**

Project Background/Significance: *(What need in the SJSU community is this project addressing?)*

With internships and co-op positions at a premium, competition for limited opportunities is often an employment barrier; students are not equipped with skills and confidence needed for the daunting task of selling themselves to an ever-changing Bay Area/Global market. Although business opportunities exist, students at SJSU are often overlooked and denied internship positions because they cannot communicate verbally and in writing what they've learned during their course of study, how they have applied what they've learned in various discipline specific courses, and exactly how their acquired skills/knowledge can benefit a potential employer.

Goals of the Grant: *(Which of the following goals is your project addressing? Circle all that apply.)*

- a. Assess and reorganize the existing writing support services at SJSU;
- b. Enable more data-based decision-making about student retention and graduation at SJSU;
- c. Develop, implement, and integrate proactive writing strategies; or

d. Change the SJSU writing culture from a policy-driven approach to an action-oriented approach.

Literature Review: (*What other/similar projects are out there?*)

The following project exists and can also be an online resource for students at SJSU:

- Writing the business letter: <https://owl.english.purdue.edu/owl/resource/653/01/>
- Writing a résumé: <https://owl.english.purdue.edu/owl/resource/564/01/>

However, this resource cannot take the place of résumé/cover letter one-on-one tutoring, coaching, and mentoring, and on-site, hands-on workshops.

Lulgjuraj, B., Ruff, L., Cummings, S., & Minor, C. W. (2006, July). *Thinking outside the books: Getting creative with texts and techniques in your career planning course*. Presentation at the National Career Development Association Global Conference, Chicago, Illinois

The text listed above is designed to be used as a textbook in a course or series of workshops, by an individual, or by a counselor working with a client. The text is geared toward college students at the undergraduate level.

Project Description: (*How will you do this project?*)

The project will be managed in two ways:

1. One-on-one tutoring, coaching, and mentoring
2. Bi-weekly workshops and applied writing sessions during the spring 2014 semester

Outcomes will include:

- Participants will learn personal assessment techniques that will help them prepare and write persuasive résumés and cover letters.
- Participants will learn techniques (dependent on pre-writing a script) for preparing and acing the phone, in-person, and panel interview.
- Participants will learn how to translate into written documents what they have accomplished during their course of study at SJSU into meaningful and persuasive résumé and cover letter language.
- Participants will learn how to write documents that reflect professional energy and a call to action.
- Participants will learn and apply 10 interviewing tips (drafting a plan).
- Participants will learn the five critical components of an effective cover letter and how to apply these to their document.
- Participants will learn how to develop a professional LinkedIn profile and résumé.
- Participants will learn how to follow-up post interview with three-point persuasive thank-you letters.
- Participants will learn how to create a written learning portfolio.

Project Method/Design: (*What techniques will you use in this project?*)

Methods will include workshop participation, hands-on document creation, and mock interview/negotiation sessions based on written exercises. These activities are designed to encourage student participation and provide an opportunity to

- develop a professional autobiography (emphasizing influences of family, education, work history, and experiences on personal development).
- participate in informational interviews and draft follow-up thank-you letters.
- create a career action plan (incorporate areas covered in workshop into one long-term goal).
- develop a cover letter, a résumé, and follow-up, acceptance, and rejection letters for targeted positions.
- have designed documents critiqued and signed by career advisor or faculty in-residence.
- draft a job search timeline identifying resources, diagrams, calendars, and additional materials.
- create a digital business card.
- participate in a mock interview and write a reflection on the experience.
- develop a written plan for two different career objectives.
- create a digital portfolio on LinkedIn.
- build a target company list for internships, co-ops, and positions post-graduation.
- draft a dream résumé: write desired résumé, as if graduating.
- role-play as a hiring committee member, review résumé and cover letter samples, determine whom to hire, and explain why.
- view a list of alumni, research their current occupations, and determine their college majors (to understand there is more than one path to many occupations).
- break into dyads and discuss past work experience (including volunteer activities, clubs, etc.); partner takes notes and helps identify transferable skills that can be used to develop a winning résumé and/or portfolio.
- log onto salary.com and calculate cost of living in student participant's city of interest; discuss the importance of considering this information when seeking employment, interviewing, and, finally, negotiating job responsibilities, benefits, and pay.

Project Timeline: *(Outline each segment of your project, estimating how long each portion will take and when it will be completed.)*

Project Timeline: January 22 through May 13 (spring 2014)

Workshops:

February 5, 2014

LinkedIn Overview: Identifying and Selling the Brand of YOU

February 19, 2014

Professional Letters: Writing the Job Shadow Request, Cover Letter, and Thank You Letter

March 5, 2014

Optimizing Your LinkedIn Summary and Profile: Using LinkedIn Groups, Searching the LinkedIn Community, and Understanding LinkedIn Search Engine (Profile) Optimization

March 19, 2014

Creating Your Educational and Professional Portfolio: Using Social Media Platforms for Professional Advancement and Success

April 2, 2014

Dissecting a Job Announcement: Designing a Focused Cover Letter and Résumé

April 16, 2014

LinkedIn Etiquette: Understanding the Impact of Your Digital Footprint

May 7, 2014

Optimizing Your LinkedIn Summary and Profile: Using LinkedIn Groups, Searching the LinkedIn Community, and Understanding LinkedIn Search Engine (Profile) Optimization

Writing Specialists Professional Writing and Critiques

March 7, 2014

Submit current résumé to Debra Caires

March 21, 2014

Submit pdf (hardcopy) LinkedIn résumé to Debra Caires

Week of April 28, 2014

Schedule one-on-one critiques and coaching with Debra Caires

*Necessary Expenses: (What expenses will you need for this project? Include student assistants, copying, supplies, space, etc.)*

No expenses. Smart classroom with Internet capability needed.

*Potential Contribution for Improvement of Student Success: (What will SJSU gain out of this project? How will this project improve writing? Graduation and retention rates? Refer to the goals addressed above.)*

By helping students reach their potential and desired career goal early within their educational process, students are more apt to complete their course of study and graduate on schedule. Additionally, the advantages of an earned degree are critical for successful employment within an ever-changing global economy and secures a given (competitive) salary associated with an advanced level of education. By providing “success coaching” in the form of one-on-one peer review/coaching and hands-on workshops (early within the educational process) student participants are equipped with a vehicle to enter the job market early (before graduation) and test-drive their educational knowledge, skills, and abilities gained while at SJSU, thus ensuring student retention and, ultimately, a timely graduation process.