ENGAGEMENT PLAN

Leadership on Demand
AGENDA

• What is Engagement?
• Defining Your Interests
• Future Resume Activity
• Ways to Pursue Engagement
• Writing Engagement Goals
WHAT IS ENGAGEMENT?

- Engagement is an investment

- “Inspiring students to translate and apply their learning within and beyond the classroom into transformative practices and experiences that impact their professional and personal lives.”

- Emotional commitment to a group/organization
WHY IS ENGAGEMENT IMPORTANT?

• Being engaged in our work leads to feeling…
  • Happy
  • Successful
  • Accomplished
  • Prepared for future endeavors
• Building new skills and abilities
• Degree completion
• Feeling satisfied with what you do
• Productivity when working (as an employee or student)
Ultimately, what are your long-term goals: career, academic, and otherwise?
When was the last time you got really excited about doing something? What was exciting about it?
DEFINING YOUR INTERESTS:
INDUSTRIES

- Advertising/marketing
- Agriculture
- Animal health
- Architecture
- Biotechnology and science
- Business/management
- Communications/media
- Engineering
- Environmental issues
- Fine arts & performing arts
- Healthcare
- Higher education
- Hospitality & tourism
- Information technology
- K-12 education
- Math
- Museums, libraries, and archives
- Nonprofit organizations
- Public administration/law enforcement/government
- Retail and sales
- Social services
- Sports/athletics
DEFINING YOUR INTERESTS: COMMUNITY ACTIVITIES

- Art classes
- Attending performances
- Biking
- Bird watching
- Community concerts
- Community health services
- Cooking classes
- Cultural events/activities
- Dancing
- Fitness and recreation
- Food and dining
- Food service/meal delivery
- Gardening
- Geocaching
- Hiking/walking
- Musical/choral groups
- Nationally recognized chapters of organizations
- Pickup sports and games
- Reading/book clubs
- Residential associations
- Rideshare programs
- Shopping
- Sightseeing
- Volunteering
- Youth programs
DEFINING YOUR INTERESTS:
SOCIAL ISSUES

• Aging
• Arts
• Clean water access
• Education reform
• Environmental protection
• Gender rights
• Global issues
• Healthcare
• Homelessness
• Human rights
• Hunger
• Immigration

• Individuals with disabilities
• Job readiness
• Judicial affairs
• Labor rights and fair wages
• LGBTQA rights
• Literacy
• Poverty
• Racial justice
• Religious freedom
• Sexual assault prevention
• Sustainability
• Veterans services
Take a moment to review all of your interests for themes.

Select 2-3 that most interest you for the immediate future and share them in a small group.
Brainstorm what types of activities you are currently involved in, as well as resources and organizations in your community that relate to your top interests.
Try to follow this example:

University of Arizona, B.S. in Biology
Harvard University, J.D.
Try to follow this example:

GEICO, Senior Insurance Agent
- Sell home, auto, and renters insurance in the San Francisco region
- Supervise one full-time Junior Insurance Agent
Think about the following types of engagement:

- Research
- Internships
- Leadership development/positions
- Cultural involvement/exposure
- Organizational memberships
- Volunteering/community partnerships
- Entrepreneurship
- Creative expression
Try to follow these examples:

Top Regional Sales Rep Award, GEICO – 2015
Published book *The Hunger Games* – Nov. 2016
What are the “gaps” between your current resume and your future resume? What would you like to fill in?
PURSUING ENGAGEMENT: IDENTIFY A MENTOR OR SPONSOR

- Ask for feedback
- Resume and interviewing
- Connections and networking
- Support for goals
PURSUING ENGAGEMENT: TAKE ON NEW PROJECTS OR RESPONSIBILITIES

- Say “yes” when possible
- **In your current role:** Ask for a new project/join a new workgroup
- **In a new organization:** Take on a leadership position
- Volunteer for a new initiative
PURSUING ENGAGEMENT: GROW AND MAINTAIN YOUR NETWORK

- Keep up with current events
- Professional associations/networking groups
- Community groups to join
- Newsletters/email subscriptions
- Meetup groups
- Serve on a board or task force
PURSUING ENGAGEMENT:
SEEK OUT PUBLIC EVENTS AND OPPORTUNITIES

- Public forums
- Speakers
- Career fairs
- Events/programs
- Volunteer events/fundraisers
PURSUING ENGAGEMENT: CONTINUE TO BUILD YOUR BRAND

- Create a business card
- Maintain a positive and active social media presence
- Use LinkedIn
A “SMART” goal is one that is:

- Specific
- Measurable
- Achievable
- Results-focused
- Time-bound

Write down one engagement goal that you have, in 3-5 words.

Example:

Get an internship
Specific goals clearly define what you are going to do. It’s the What, How, and Why of your goal.

Example:

Obtain a computer science internship by applying for opportunities on Wildcat JobLink so that I can practice my classroom learning.
Measurable goals give you tangible evidence of accomplishment. Measurements should be clear and concrete.

Example:

Obtain a computer science internship for this summer by applying for at least 2 opportunities per week on Wildcat JobLink, so that I can practice my classroom learning.
Achievable goals stretch you slightly but are realistic. The person setting the goals and their mentors should be able to tell if the goal is achievable.

For the example goal to be “achievable”, the person would probably need at least 1-2 semesters of computer science education.
WRITING “SMART” ENGAGEMENT GOALS: RESULTS-FOCUSED

Results-focused goals measure outcomes, not activities.

Example:

Obtain a computer science internship for this summer by applying for at least 2 opportunities per week on Wildcat JobLink, so that I can practice my classroom learning.
Time-bound goals create a tension between the current reality and the vision of the goal.

Example:

Obtain a computer science internship for this summer, **before May**, by applying for at least 2 opportunities per week on Wildcat JobLink, so that I can practice my classroom learning.
ENGAGEMENT RESOURCES
AT THE UNIVERSITY OF ARIZONA

- Office of Student Engagement
- Career Services
- Advising Resource Center
- Your academic department or program
- Over 400 clubs and organizations
- VolunteerUA
THANK YOU!

Leadership Programs
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