

# ENGAGEMENT PLAN

Leadership on Demand

THE UNIVERSITY OF ARIZONA

Leadership  
Programs



# 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)

## PAIR UP AND SHARE

Ultimately, what are your long-term goals: career, academic, and otherwise?



## PAIR UP AND SHARE

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
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# 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
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# 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

# REVIEW YOUR INTERESTS

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.



## REVIEW YOUR INTERESTS

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.



# **FUTURE RESUME: EDUCATION**

**Try to follow this example:**

University of Arizona, B.S. in Biology  
Harvard University, J.D.

# FUTURE RESUME: WORK EXPERIENCE

**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

# FUTURE RESUME: ENGAGEMENT

**Think about the following types of engagement:**

- Research
- Internships
- Leadership development/positions
- Cultural involvement/exposure
- Organizational memberships
- Volunteering/community partnerships
- Entrepreneurship
- Creative expression

# FUTURE RESUME: ACHIEVEMENTS

**Try to follow these examples:**

Top Regional Sales Rep Award, GEICO – 2015

Published book *The Hunger Games* – Nov. 2016

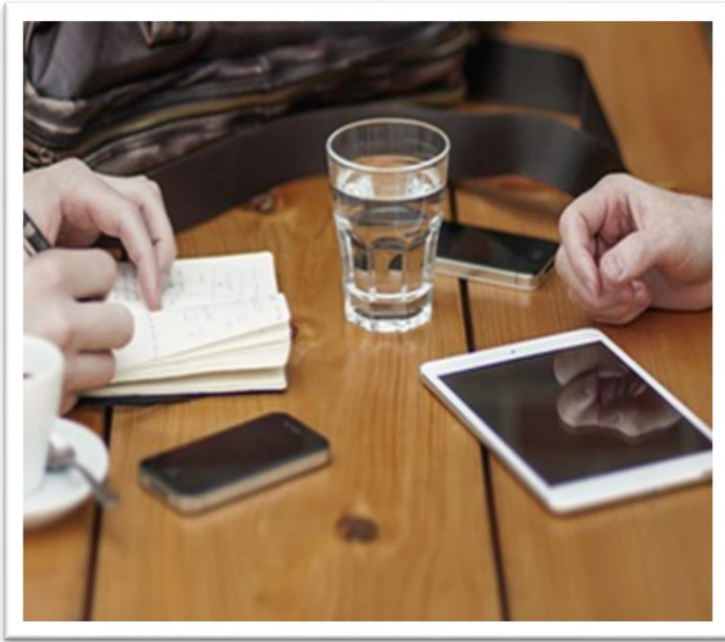
## PAIR UP AND SHARE

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



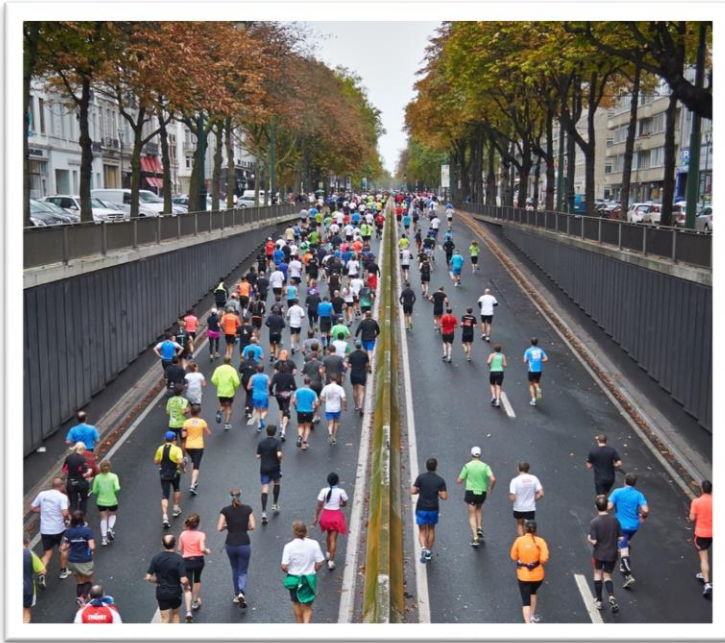
- Say “yes” when possible
- **In your current role:**  
Ask for a new project/join a new workgroup
- **In a new organization:**  
Take on a leadership position
- Volunteer for a new initiative

# PURSuing ENGAGEMENT: GROW AND MAINTAIN YOUR NETWORK



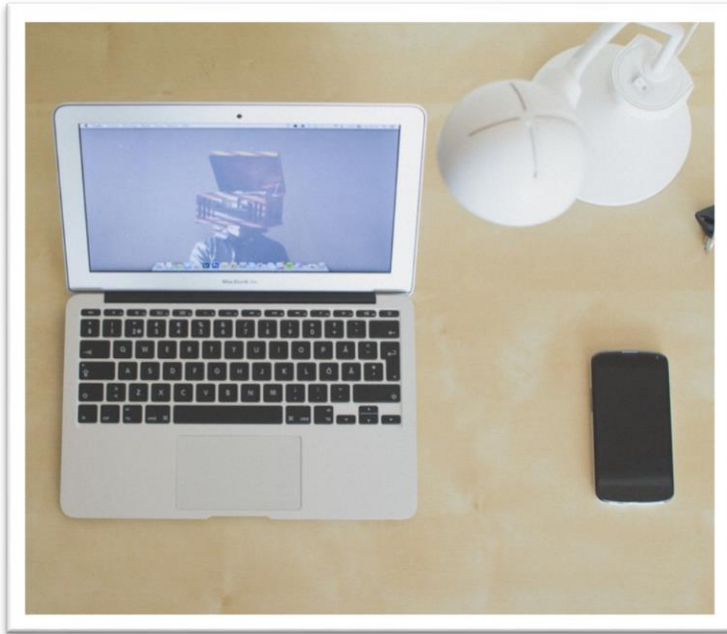
- Keep up with current events
- Professional associations/networking groups
- Community groups to join
- Newsletters/email subscriptions
- Meetup groups
- Serve on a board or task force

# 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

# WRITING "SMART" ENGAGEMENT GOALS

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

# WRITING "SMART" ENGAGEMENT GOALS: SPECIFIC

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.**

# WRITING "SMART" ENGAGEMENT GOALS: MEASURABLE

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.



## WRITING "SMART" ENGAGEMENT GOALS: ACHIEVABLE

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.

# WRITING "SMART" ENGAGEMENT GOALS: TIME-BOUND

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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