Sample Action Plan

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

Accomplish by: Next Summer

Supporting Goal #1: Look for opportunities on campus to get involved and connected with students who also have this interest

Accomplish by: Fall Break

Resources/Actions:
- Explore Public Relations Student Club - call club president and talk with her about organization
- Check out club website
- Talk to roommate’s friend who is a member
- Attend the meeting on the 2nd Tuesday of this month

Supporting Goal #2: Get an insider’s look from someone who is working in public relations asking them about daily duties, necessary skills and credentials, etc.

Accomplish by: Thanksgiving

Resources/Actions:
- Talk to my uncle, who works as a PR manager, when I go home for Spring Break
- 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. Career One Stop, O*Net)
- Research real job announcements in order to look for trends in necessary skills/qualifications and job titles for PR positions.

Supporting Goal #3: Secure internship in public relations for the summer

Accomplish by: Spring Break

Resources/Actions:
- Meet with a career consultant to guide my internship search; have my resume and cover letter reviewed
- Search for internships on Handshake, LinkedIn, and on business websites that would have public relations positions
- Talk to PR club members 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 3 internships a week

Verify that your goals are SMART:
Specific: What exactly will you accomplish? Measurable: How will you know when you have reached your goal? Achievable: Is achieving this goal realistic with effort and commitment? Relevant: How is this goal significant to your life? Timely: When will this goal be achieved?