**MY CAREER PLAN 2010 – 2020**

**SUMMARY**

As graduation nears, I have become increasingly interested in where I am headed career-wise and how important it is for me to establish myself in the public relations sector. My excitement for communication and public involvement work are propelling me forward in my career search. I am excited to put my experiences to work, both in and out of the classroom, and to grow personally and professionally through each experience.

**MY VISION**

I am an enthusiastic, trustworthy, people person who has a strong sense of good judgment and ethics. I am responsible and loyal and have a desire to be involved in the community. I love exploring the world of music and expressing myself through the art of dance. I have been on a dance team since age 14, and currently I dance and am an assistant coach on my university’s team.

As a University of Oregon School of Journalism and Communication student with an emphasis in public relations and a minor in Spanish, I am very passionate about communications both regionally and abroad. Having traveled and lived in several countries, I have found that I can adapt well to any environment. I have a knack for working with people and enjoy one-on-one communication whenever possible.

Currently, I am working toward graduating in the spring of 2010 and moving on to the business world. I am looking for a job that can satisfy my love for people and make the most of the skills I have gained in college. I hope to get an internship as a public involvement assistant at JLA Public Involvement in Portland, Oregon during the summer after graduation. I believe that this job will give me a better sense of what I want to do later in my career plan and be a great basis for career growth, not only with the skills I will attain, but also with the contacts that I will make.

My long-term goal is to acquire a job, preferably in the Northwest region of the United States, that will allow me the freedom to make decisions and the structure to keep me motivated. I hope to be able to work in a fast-paced environment where the day-to-day is always changing and I am constantly pushed to achieve the task at hand.

**MARKETING STRATEGY**

My target job market is within the realm of public relations. I am interested in being a public relations specialist or a communications specialist, with an emphasis on public involvement work. This market seeks to build and maintain positive relationships with clients and their publics. Today in the market, practitioners are expected to be proficient in not only strategic public relations writing and planning, but also in social media techniques.

My education experience at University of Oregon in the School of Journalism and Communication has prepared me to exceed market requirements and excel in a career. To prepare for a job search I will update my resume and portfolio, research potential employers extensively, and ask my superiors for letters of recommendation. Also, I will discuss potential connections with my father, Vaughn Brown, who is a senior public involvement facilitator at JLA Public Involvement in Portland, Oregon.

**FINANCIAL MANAGEMENT**

Annual Income Needs: $35,000 + Health Insurance Coverage

Expense Categories: Rent, Food, Clothing, and Public Transportation

**CAREER MILESTONES**

2010: Public Involvement Assistant $30,000

2011: Public Relations Specialist at Public Involvement Firm $35,000

2012-2013: Public Involvement Specialist (w/raise) $38,000

2014: Communications Supervisor $40,000

2015: Communications Supervisor (promotion) $50,000

2016-2017: Communications Director $55,000

2018: Public Involvement Vice President $65,000

2019-2020: Public Involvement President $80,000

**OPERATION**

To prepare for my job search I will maintain a presence on Facebook, Twitter and LinkedIn. I will make appropriate professional contacts, and use the personal resources that I have, not only in hopes for a job, but also to gain knowledge about the field and establish professional relationships. I will update application materials and prepare for interviews by researching the organization’s objectives, mission statement and its current and past clients. I will be prepared to show companies my portfolio and tell them how my past experience will make me the best applicant for that particular job. After a contact has been made, an interview request has been answered, or an interview has taken place, I will make sure to leave an impression and follow-up with a thank you note or e-mail.

**EVALUATION**

To measure the effectiveness of my plan I will annually evaluate the career milestones that I have met, exceeded, or fallen-short on. I will update my career plan based on changes in my career objectives and marketing strategy.