**COMMUNICATIONS**

### IDENTIFY INDUSTRY FOCUSED SKILLS
- Communication (Verbal and Written)
- Team Based Problem Solving
- Initiative
- Emotional Intelligence
- Attention to Detail
- Hard Skills: Graphic Design, Social Media, Photo / Video / Music Production and Editing

### COMBINE MULTIPLE EXPERIENCES
- Informational Interviews
- Job Shadow
- Coursework
- Volunteer/Service
- Micro-Internship
- Part-time / Temp Work
- Professional Conferences
- Workshops/Trainings/Competitions
- Create Your Own Internship
- Individual Project: Create Something
- Start a Business
- Research

### DEMONSTRATE AND ARTICULATE
- Think creatively about how you can develop/demonstrate skills. Be proactive and intentional in all of your experiences.
- Find and cultivate mentors.
- Schedule sessions with your Vandy Career Coach to develop your plan and discuss how to "tell the story" of your summer.

---

### BEYOND INTERNSHIPS
**DESIGN A SUMMER PLAN**

### SAMPLE PLAN

#### INFORMATIONAL INTERVIEWS
- **Goal:** Explore the communications industry, gain advice on specific skills to develop and build relationships with professionals.
- **Action:** Scheduled phone conversations with 10 communications-related professionals at different organizations. Enrolled in Student’s Guide to LinkedIn Online Class (provided free by Career Center).
- **Result/Skills:** Clarity about differences in types of communications organizations and the interview process. More confident going into fall recruitment. Found a communications professional mentor.

#### CREATE YOUR OWN INTERNSHIP
- **Goal:** Pitch a project to an organization or cause to get real-world business experience.
- **Action:** Connected with a large local non-profit and pitched idea of working on a marketing problem. Organization agrees to allow the student to work researching potential new marketing strategies. Spent 80 hours over the summer researching, analyzing, and recommending a marketing campaign. Presented findings via PPT to the communications team.
- **Result/Skills:** Organization is implementing one of the ideas. Developed communication, analytical mindset, and technological hard skills.

#### COURSEWORK
- **Goal:** Enroll in online coursework with an emphasis on skills valuable within the communications industry.
- **Action:** Completed The All-in-One Adobe Creative Cloud Suite Certification Bundle offered online.
- **Result/Skills:** Added the Adobe Creative Cloud Suite Certification to LinkedIn Profile and now knows how to use all of Adobe’s gold standard creative software, including Photoshop, Illustrator, InDesign, and Premiere Pro.

#### MICRO-INTERNSHIP
- **Goal:** Explore short-term internships to gain experience and build relationships with industry professionals.
- **Action:** Created a profile on the ParkerDewey website. Applied and hired for Social Media & Marketing project work.
- **Result/Skills:** Learned new skills and software for social media analytics, created a new product marketing plan, and presented findings/recommendations to Senior Level Executives.

#### PART TIME WORK
- **Goal:** Work as summer camp counselor to earn money and propose a plan for growing the social media footprint on Instagram.
- **Action:** Created a social media presence by taking the lead on capturing pictures and videos, strategically adding posts using data insights, and engaged often with followers and audience.
- **Result/Skills:** Increased the number of followers by 15% over the course of 3 months. Learned social media content development and data analysis.