

Journalism 505

Spring 2020

Stauffer-Flint 204 | Thursday, 2:30-3:20 p.m. | Jan. 23-May 7, 2020

Why you should take this course

J505 is designed to guide you in the development of a strategic plan and being aware of the resources available as you enter the job market.

Who will guide your learning

Steve Rottinghaus, BSJ '90 and MSM '14

J-School Career and Outreach Coordinator

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Office hours

Wednesday 1:30-2:30 p.m. or by appointment

Honor Code of the William Allen White School of Journalism and Mass Communications

As a student in the William Allen White School of Journalism and Mass Communications, I commit to endorse and defend our historic responsibility of ethical and factual communication. I understand that my work will be held to a strict standard of integrity and honor established in the School's values statements and any violation will be seen as a breach of the public's trust. I declare my commitment to these principles established in the journalism and mass communication professions:

I will assume responsibility for my work.

I will distinguish between facts and opinions.

I will verify my sources and my information.

I will be fair and inclusive in conveying information.

I will not distort or misrepresent information in pursuit of my own agenda.

I will create original work.

I will not plagiarize.

I will not fabricate work.

I support our legacy of professional journalism and mass communications.

The Honor Code was created by the Journalism Student Leadership Board and approved by faculty in 2018.

Attendance

SHOWING UP matters. Approach this course as you would your first full-time position after graduating. The time spent in class plays a role in your learning. Come to class prepared to participate. To avoid confusion often associated with excused and unexcused absences, know that you have **one free** absence. Use your freebie at your discretion. I don't have to know why you weren't in class. You start the semester with 30 attendance/participation points. After your one freebie, 10 points will be deducted for every day you miss. If you miss three classes after the freebie, you will receive 0 attendance/participation points — a loss of letter grade. **AVOID USING** your free absence on presentation/team project days or the career fair on March 5.

If you are sick, do NOT bring a doctor's note and expect an "excused" absence. Same with a job interview or traveling with a student group. It IS your freebie absence. If you are sick enough to miss multiple class or there is a family emergency, contact the Academic Achievement and Access Center at achieve@ku.edu or 785.864.4064 and ask counselors there to intervene on your behalf.

Journalism School Policy on Classroom Attendance

No student may add a journalism class after the 20th day of a semester. Students must attend their classes and laboratory periods. Instructors may take attendance into account in assessing a student's performance and may require a certain level of attendance for passing a course. Instructors may choose to drop students from a course, based on attendance, without consent. The School of Journalism reserves the right to cancel the enrollment of students who fail to attend the first class or laboratory meeting.

Financial Aid Policy

The KU Office of Student Financial Aid is required by federal law to determine whether students who receive aid are attending each class in which they are enrolled. Instructors are required to report to that office absences of students who have stopped attending and names of those who have enrolled but never have attended. Students who do not attend may be required to repay federal and/or state financial aid." Students receiving any form of financial aid should learn all requirements including minimum hours of enrollment/grades to qualify for and retain that aid.

Grading/assignments

Each assignment will be graded on its content, organization and grammar. The assignments must include a professional component. A student's failure to behave professionally in the completion of an assignment can result in the reduction of the assignment's grade. Deadlines are absolute. Late assignments will NOT be accepted. Don't expect to make up exercises unless you and your instructor have discussed that option in advance.

Type and double-space all your assignments, unless told otherwise by your instructor.

Respect classroom time

During class, we will discuss topics relevant to professional development. Stay engaged with the discussion and do NOT distract your classmates. Unless you are asked to use your mobile device during an in-class assignment or team project, DISCONNECT from your electronic devices during 50 minutes of class. It is important that you feel comfortable expressing ideas and opinions, different perspectives and diverse experiences.

Misconduct

You are bound by the university rules on academic misconduct. If you have any questions about what constitutes cheating, please ask BEFORE your endeavor.

Policy on Plagiarism and Fabrication/Falsification

The William Allen White School of Journalism and Mass Communications does not tolerate plagiarism, fabrication of evidence and falsification of evidence. Penalties for plagiarism, fabrication or falsification can include a failing grade for the course and expulsion from the School of Journalism and Mass Communications. If you have any questions about what constitutes plagiarism, fabrication or falsification, please consult the professor of the course. *The following definitions are from Article II, Section 6, of the University Senate Rules and Regulations, revised FY98.*

Plagiarism: Knowingly presenting the work of another as one's own (i.e., without proper acknowledgement of the source). The sole exception to the requirement of acknowledging sources is when the information or ideas are common knowledge.

Fabrication and Falsification: Unauthorized alteration or invention of any information or citation in an academic exercise.

Students with Special Needs

The Office of Disability Resources (DR), 22 Strong Hall, 785-864-2620 (V/TTY) , coordinates accommodations and services for KU students with disabilities. If you have a disability for which you may request accommodation in KU classes and have not contacted DR, please do so as soon as possible. Please also contact me privately in regard to this course.

Copying or Recording

Course materials prepared by the instructor, as well as content of all lectures presented by the instructor, are the instructor's property. Video and audio recording of lectures without instructor consent is prohibited. On request, the instructor usually will permit students to record lectures, on the condition that these recordings are only used as a study aid by the individual making the recording. Unless the instructor gives explicit permission, recordings of lectures may not be modified and must not be transferred or transmitted to any other person, whether or not that individual is enrolled in the course.

Inclement weather

In the event of inclement weather, KU officials make the decision to cancel classes. To determine if weather may have caused officials to cancel classes, wait for an email or text saying such. Or check KU's website at ku.edu

JOUR 505 Schedule of Topics (Spring 2020)

Subject to change depending on circumstances

Week 1 (Jan. 23): Introduction

- About me/quotes
- Syllabus review/plan for year
- Tell me about yourself/dream job

Week 2 (Jan. 30): Making your own breaks

- Personal brand
- Networking

LinkedIn connection

Week 3 (Feb. 6): Culture fit

- What core values are important to you in the workplace

Informational interview request

Week 4 (Feb. 13): Resume and cover letter development

Week 5 (Feb. 20): Job description analysis

- Key words for resume and cover letter
- "Elevator" speech*

Week 6 (Feb. 27): Career fair prep/networking with professionals

Week 7 (March 5): No Class/Attend Career Fair

Week 8 (March 12): No class/Spring Break

Week 9 (March 19) Social media & job search

- Where to look
- LinkedIn strategy
- Social media optics
- Online portfolios with Heather Lawrenz

Week 10 (March 26) Career planning

- Now and looking ahead to 5 years, 10 years and 20 years
- Issue job descriptions for 2030 job/interview

Week 11(April 2): Negotiating

- How to evaluate an offer
 - What to consider besides salary
- Accepting/declining a job offer*

Week 12 (April 9): Interview preparation/proper attire

Thank-you letter

Week 13 (April 16): Panel interview participation for job in 2030

Week 14 (April 23): Panel interview participation for job in 2030

Week 15 (April 30) — Mentoring/KU alumni network

Week 16 (May 7)

Adapt to challenges along your career
Q&A

JOUR 505 – SPRING 2020

Assignments for points — Total 300 points

REFLECTON No. 1 – 500 words 25 PTS

Reflect on what has influenced your career decisions so far

Due by beginning of class, Jan. 30

INFORMATIONAL INTERVIEW – 500 words 25 PTS

Seek out an individual whose professional path and current work you admire and connect it to your career interests

Due by beginning of class, Feb. 13

ATTEND CAREER FAIR/JSCHOOL GENERATIONS 25 pts

March 5 — Kansas Union, Kansas Room, 1-4 p.m.

SUBMIT A RESUME FOR A JOB ADVERTISED FOR 2030 25 PTS

Due by beginning of class, April 9

PARTICIPATE IN A PANEL INTERVIEW ONE OF THE FOLLOWING WEEKS 20 PTS

April 16 & 23

UPDATED RESUME 25 PTS

Due by beginning of class, April 23

IN-CLASS ASSIGNMENTS 75-100 words 50 PTS

Connect on LinkedIn 10 PTS (Jan. 30)

Request informational interview 10 PTS (Feb. 6)

Text for “elevator” speech 10 PTS (Feb. 20)

Accepting/declining a job offer 10 PTS (April 2)

A thank-you note to employer following interview 10 PTS (April 9)

10 MINUTES WITH ... 25 PTS

A timely career development story will be assigned the previous week. The students must lead roundtable discussion for 10 minutes at end of class. Feb. 6, 13, 20, 27; March 19, 26; April 2, 9.

FINAL PAPER 1,000 words 50 PTS

Based on class discussion and assignments, reflect on what you think will be essential for your professional development for the next 40 years (MUST include at least 3 topics we discussed during the semester)

Due by beginning of last class, May 7

ATTENDANCE/PARTICIPATION 30 pts

GRADES

A — 270-300 | B — 240-269 | C — 210-239 | D — 180-209 | F — 179-below