**Career/College Strategic Planning**

Example modified with permission from UW-Stout student Kal Breeden (2022)

**Mission Statement:**

During my time at Awesome University I aim to develop my expertise of environmental topics and gain experience in applying my learning so that I will be well-prepared for the professional world by the time I graduate.

**Vision Statement:**

Five years from now I will be in a position to contribute to environmental conservation efforts every day while continuing to learn more about natural science topics and conservation methods.

**SWOT Analysis**

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| --- | --- | --- |
| Internal | Strengths* Involvement (NAC President)
* Job experience (greenhouse, summer stream and lake research job, housing desk job)
* Chainsaw certification
* Prescribed burn certification (TPE crewmember)
* Plant identification
* Connections with professors and TPE members
* ATV driving experience
 | Weaknesses* Interview skills
* Eye contact
* Professional attire
* Don’t have pesticide application certification
* Minimal report writing experience
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| External | Opportunities* Many summer internships
* Many job openings across country and world
* Government trends
* Applied Botany course
* Publishing summer research
 | Threats* Lots of competition for internships
* Competition for jobs
* Difficulties with needing to move across the country and finding housing for some jobs
* Government trends
* Lack of REU sites
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**Write 5 goals here, including action steps:**

1. Get better at being interviewed.

* Keep an updated set of practice questions and answers so that they will come to me naturally and nothing will be unexpected to me. Within the next month, I will make a document with common interview questions and my answers to them so that I am well-prepared by the time internship hiring deadlines arise.
* Seek out opportunities to be interviewed that may be less important to me in my career, so that I am better prepared for the opportunities that I’ll care about the most. I will seek out two opportunities to be interviewed before I graduate.

2. Gain more certifications.

* I will continue to get at least one new certification during each semester that I am in college.
* I plan to gain the ATV driving, rare plant research, wildland fire fighting, certified arborist, pesticide applicator, and hunter safety certifications.
* Check the Environmental Science Canvas site once a month to see if new certifications are added.

3. Gain experience with professional, large-scale/long-term projects including report writing.

* Continue to expand my involvement with the Red Cedar Preserve project and its long-term plan that is in the works.
* Present the results of my summer research at two different research conferences in the spring. I will finish both posters for these conferences before February.
* Find a new research project to work on with a professor at some point before I graduate, aiming to start by the beginning of my junior year at the latest.
* Take restoration ecology, vascular plant taxonomy, applied plant science and management, and wildlife techniques while I’m at Awesome University
* Take the courses required for the minors that I plan to graduate with, which are Plant Science and GIS.

4. Achieve better professional attire and mannerisms.

* Attend at least two more of these conferences before the start of my senior year in order to pick up things from the employers and other students I see there.
* Before the end of this year, I will create/gather an outfit I can plan on wearing to professional events in the future.

5. Take part in a wider variety of internships in order to gain experience doing many different things so that I can see what I like or don’t like the best in the field of environmental science.

* I will apply for at least three internships before the end of this year, and again next year, especially those in new locations, research topics, and experiences that I might not consider otherwise.