



**Career Services and  
Professional Development & Leadership**

# Quick Overview of Resources

## PENN CAREER SERVICES

- Career Planning Timelines
- Individual Advising / Resume Review
- Workshops
- Web Resources Tailored for Design students
- Career Plans Survey Reports
- Access to various Penn Networks
- Career Connection Day
- Handshake Database: Job Listings, Internships, Summer Jobs

## OFFICE OF PROFESSIONAL DEVELOPMENT & LEADERSHIP

- Visits to firms and organizations
- Connections with alumni for internships, residency programs, and employment opportunities
- Events and program to enhance professional development, leadership, and public speaking skills
- Portfolio Reviews with alumni, faculty, and industry professionals
- Professional Development webpage and blog

# An Introduction to Penn Career Services

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[www.vpul.upenn.edu/careerservices](http://www.vpul.upenn.edu/careerservices)



# Leonard A. Lauder Career Center

Leonard A. Lauder  
Career Center  
On-Campus Recruiting  
University of Pennsylvania  
Care Services  
Wharton Graduate Division  
ADA Compliant

*Suite 20, McNeil Building,  
Basement Level,  
3718 Locust Walk*

# When can you use Career Services?

- After you have enrolled at Penn!
- At the beginning of your program, just to touch base
- When you want to see what your career options are
- When you want to know where Design alumni have found work
- When you want to strengthen your job search skills such as networking and interviewing
- When you're applying for jobs/internships
- When you're negotiating job offers

# Services for graduate students

- **Individual advising** – in-person, phone, and Skype appointments and walk-ins
  - Feedback on resumes, cover letters, and other job search materials
  - Discussion of any career or job-search question
  - Mock interviews
- **Programs and workshops**
  - On job searching and networking
  - On career related issues for international students
- **Alumni** career network ([QuakerNet](#) and LinkedIn)

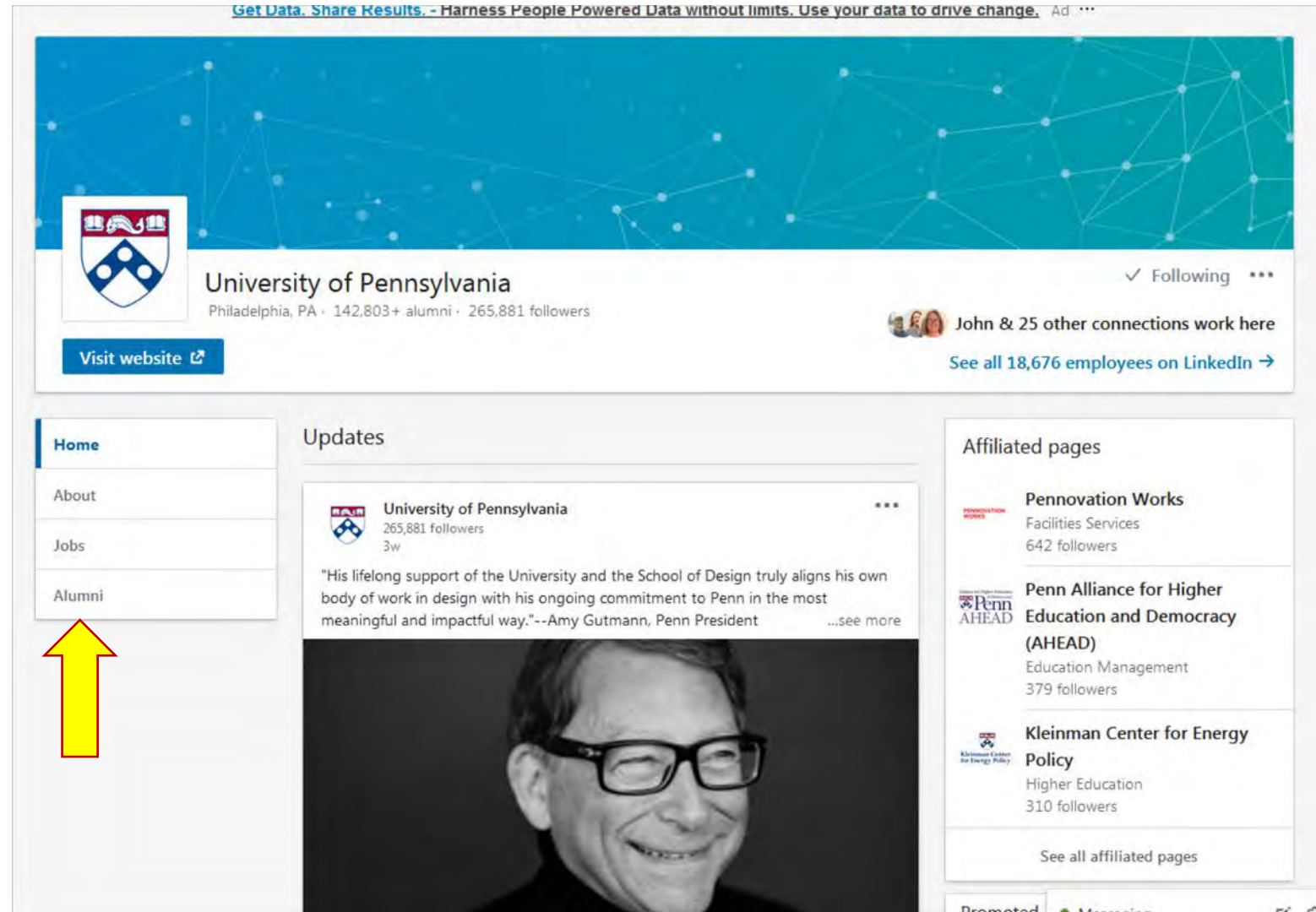
<https://www.vpul.upenn.edu/careerservices/>




**Activate your Handshake account to schedule advising appointments online, browse targeted job postings and Career Services events, and sign up for industry-specific CareerMail from our team.**

**Visit <https://www.vpul.upenn.edu/careerservices/handshake> to get started!**

# 140,000+ alumni on LinkedIn...



Get Data. Share Results. - Harness People Powered Data without limits. Use your data to drive change. Ad ...


 **University of Pennsylvania** ✓ Following ...  
Philadelphia, PA · 142,803+ alumni · 265,881 followers

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 **University of Pennsylvania**  
265,881 followers  
3w

"His lifelong support of the University and the School of Design truly aligns his own body of work in design with his ongoing commitment to Penn in the most meaningful and impactful way."--Amy Gutmann, Penn President ...see more



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642 followers
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Education Management  
379 followers
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Higher Education  
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Promoted Messaging



# Programs for Departments and Student Groups

## Job Search Workshops for PennDesign Students



Invite the Graduate Student Advisors from Career Services to give a presentation to your students or group. Contact Dianne Hull (dhull@penn.edu) for details at least four weeks in advance of your proposed program.



### CREATING IMPACTFUL RESUMES AND COVER LETTERS

*Writing a resume for the first time? Not sure what goes into a cover letter or how to write one? This workshop describes the purpose and format of resumes and cover letters used for jobs in design roles. The workshop can be customized based on academic discipline and the types of positions sought to include both jobs and internships.*



### USING LINKEDIN FOR DESIGN STUDENTS

*LinkedIn is far more than just a branding platform – it is a research tool, and there are several ways that you can use it effectively in your career exploration of design fields. In this workshop students can learn about 10 LinkedIn best practices to integrate into your job or internship search now!*



### EFFECTIVE INTERVIEWING STRATEGIES

*Learn what employers are looking for in candidates. You will get tips and strategies to effectively present yourself to employers during an interview. We will review different types of interviews and some sample questions, how to prepare for interviews, interviewing strategies and common interviewing mistakes.*



### NETWORKING FOR BEGINNERS

*In this fun and interactive networking workshop, we will explore the different aspects of effective networking including: developing networking goals, giving an effective handshake and introduction, joining and leaving conversations confidently, successfully building relationships over time, and more! Once you've made some networking contacts, learn how to conduct a successful informational interview with PennDesign alumni.*



### THE ART OF THE INFORMATIONAL INTERVIEW

*You've probably heard how important it is to conduct informational interviews as part of networking, but chances are that you've never seen what informational interviews actually look like since they're often private, one-on-one conversations between two people. At this interactive workshop, you'll have a sneak peek into two filmed (fictional) informational interviews—one gone horribly awry, and the other gone pretty well—to see what mistakes to avoid and what tips to follow.*



### ONLINE JOB SEARCH RESOURCES FOR PENNDESIGN STUDENTS

*Career Services provides subscriptions to many useful online job search resources – Handshake, Interview Stream, GoinGlobal, Vault (just to name a few!) Learn how PennDesign students can best utilize these resources in your job or internship search.*



### CREATE YOUR OWN

*Not seeing a workshop on this list that matches your students' needs? Feel free to discuss your ideas with us so that we can customize a workshop or other program that suits your programmatic goals!*

- Creating Impactful Resumes & Cover Letters
- Using LinkedIn for Design Students
- Effective Interviewing Strategies
- Networking for Beginners
- The Art of the Informational Interview
- Online Job Search Resources for Design Students



# Career Services' survey shows excellent outcomes for Design students....

For students graduating in:

- August 2017
- December 2017
- May 2018

**289** students received the survey

- **80** responded
- Additional research found details for 105 more

**28%** response rate

**64%** overall knowledge rate

**Visit our website for complete results:**

[https://www.vpul.upenn.edu/careerservices/files/CAREER\\_PLANS\\_REPORT.pdf](https://www.vpul.upenn.edu/careerservices/files/CAREER_PLANS_REPORT.pdf)

# Career Connection Day 2019



**Friday, March 15,  
2019, 12-4pm,  
Houston Hall**

**80 Employers on  
campus looking to  
hire for jobs &  
internships!**





We hope to see you in 2020!

Weitzman School of Design  
Career Connection Day

**Friday, February 21, 2020**

Office of Professional  
Development & Leadership,  
Weitzman School of Design

NORTHWORKS  
CHICAGO | JACKSON HOLE | SAN FRANCISCO | PHILADELPHIA





## Office of Professional Development & Leadership:

1. Develop and nurture relationships with prospective private and public sector employers (including alumni)
2. Organize firm visits and events to expose students to a diverse range of career opportunities
3. Develop materials and programs to help students explore a variety of career options and enhance their leadership, public speaking and team building skills
4. Create opportunities for faculty and alumni to review student portfolios
5. Work with employers and alumni to link students to internships and residency programs
6. Maintain the [Career Resources](#) website



# Fall 2018 & Spring 2019 Programs and Events

## Firm Visits in Philadelphia



A firm visit involves a brief overview of the firm or organization, a tour of the office, and a Q & A session with studio representatives, which may include alumni. Firms visited this academic year:

- WRT
- Gensler
- Land Collective
- Kieran Timberlake
- Andropogon Associates, Ltd.





## PennDesign Alumni Association (PDAA) Portfolio/Resume Review



In January, the PennDesign Alumni Association hosted its annual Portfolio Review Event, where students had the opportunity to have their work reviewed by Penn alumni who are working professionals in their fields. This event was for all PennDesign current students, especially students in their last semester.

Penn Career Services representatives reviewed resumes.

## Preparing for the Job Market: Practicing Your Interviewing & Networking Skills



This was a unique opportunity for students to practice their interviewing skills in front of top executives who are members of the School of Design's Board of Overseers.

Students met one-on-one with high level executives in 15-minute sessions. In the first five minutes they presented their “story” or “elevator pitch” explaining who they are, what distinguishes them from others, and their career aspirations. They received feedback and advice from our guests.

## New Externship Program for Architecture Students



This program aims to help prepare graduate architecture students enter the work world by providing access to real-world work experiences at architecture firms in Berkley, Boston, Chicago, D.C., Los Angeles, New York City, and Philadelphia.

There is a total of 26 externs and 17 participating firms including Gensler, Kieran Timberlake, Perkins + Will, and SOM. The program exposes students to various work environments and provide opportunities for them to develop new skills and connect with other professionals.

## Women in Planning Panel

The panelists talked about their career path in the planning industry and shared successes and challenges.

Panelists:

- **Anne Fadullon (MCP'88)** Director of Planning & Development, City of Philadelphia
- **Mariya Khandros (C'07, W'07, LPS'17)** Director of Shared Solutions, Economy League of Greater Philadelphia
- **Keyleigh Kern (MCP'12, MLA'12)** Planner/Urban Designer at AECOM
- **Susannah Henschel (MCP'12)** Vice President of Development, RPM Development Group



## Career Discovery in Historic Preservation



Penn Preservation alumni representing various facets of preservation practice discussed the dimensions and scope of the profession as well as the responsibilities, authority, and ethics of the preservation professional. The panelists addressed the topic from their respective domains of expertise including policy and governance, design, conservation, public history, and education. The discussion provided an overview of the role of preservation in relation to its allied disciplines and the relevance of historic preservation to contemporary social and environmental issues.

Moderator: **Kecia Fong** (MSHP'99). Panelists: **Joan M. Brierton** (MSHP'92), **Libbie Hawes** (MSHP'00), **Dorothy Krotzer** (MSHP'01), and **Nate Rogers** (MArch'11, MSHP'11).

## Careers in the Arts Panel

Each of our invited professional artists gave a brief description about their unique career path. Through thoughtful conversation students asked questions and got inspired by career difficulties and successes. Topics of interest included how independent artists maintain and manage an art practice.

Panelists: **Diane Burko** (MFA'69) – renowned artist and activist, **Lauren Kelley** – executive director and curator of the Sugar Hill Children's Museum of Art and Storytelling in Harlem, N.Y., **Demetrius Oliver** (MFA'04) – independent artist, **Amrita Sen** (W'92) – artistic entrepreneur



## Preparing for an interview: Landscape Architecture

Cindy Sanders (MLA'89), adjunct professor of landscape architecture and CEO of OLIN and Ellen Neises (MLA'02), associate professor of landscape design and executive director for PennPraxis spoke about the process of seeking and negotiating internships and employment.

This including creating a strategy and list of places students wanted to apply and the differences of working in small, mid-size, and large firms.





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