Creating a Professional Development Plan

# **MY ACADEMIC AND CAREER GOALS**

I plan to major in: Click or tap here to enter text.

I want to pursue a career as a/an: Click or tap here to enter text.

# **MY PROFESSIONAL BRAND STATEMENT**

Think of your professional brand as a way to activate your personal mission statement. Meaning, a way to bring your personal mission statement to “life” and in a way that combines your personal and professional self. For guidance, use our [handout to develop your professional brand](https://www.calstatela.edu/sites/default/files/groups/Career%20Development%20Center/Handouts/my_professional_brand_accessible.pdf) and our [rubric to help you evaluate your brand statement](https://www.calstatela.edu/sites/default/files/groups/Career%20Development%20Center/Handouts/my_professional_brand_rubric_accessible.pdf).

My professional brand is: Click or tap here to enter text.

# **MY PROFESSIONAL DEVELOPMENT PLAN**

Think of your career/professional development plan as a way to cultivate your professional brand. Meaning, an intentional plan to grow your professional brand so that you can gain the experiences and skills you need to lead your best life.

Develop a professional and career plan by identifying at least three things you want to do professionally by the time you graduate from Cal State LA. **Some of the things you can plan for include:** Participating in service learning/volunteer work, having an internship, studying abroad, joining a professional organization, joining your major’s student club, looking for opportunities to work with faculty on research, attending career fairs, putting together and updating your resume, and so on.

EXAMPLE

| **By Fall 2021** | **By Fall 2022** | **By Fall 2023** | **By Graduation** |
| --- | --- | --- | --- |
| * *Explore Study Abroad options and ways to finance* * *Apply to major [name]* * *Join my major’s club [name]* | * *Apply for a study abroad program*   *Join a professional organization for my major [name]* | * *Participate in a study abroad program* * *Apply for an internship* | * *Participate in a professional internship* |

Professional Development Plan

Date Created: Click or tap here to enter text.

Date Updated: Click or tap here to enter text.

| **By** Click or tap here to enter text. | | **By** Click or tap here to enter text. | | **By** Click or tap here to enter text. | | **By Graduation** | |
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