

CALLING ALL STUDENTS

WHAT'S YOUR PATH FORWARD?

*Please note your
affiliation and status
in the chat –
school/program
name, undergrad or
grad, year, etc.*

*Please submit
questions in the chat
as we go along for
discussion at the end.*

Panelists from the APA-PA Student Engagement Committee:

John Benhardt, Jr., PhD., Indiana University of PA

Jeff Doshna, PhD., AICP, Temple University

Susan Elks, AICP, Chester County Planning Commission

Dottie Ives-Dewey, PhD., AICP, PP, West Chester University

Matthew Hess, Community Strategies Group

Jeff Raykes, D. Ed., AICP, City of Greensburg

OVERVIEW

- APA-PA resources
- Careers
- Degrees
- Internships
- Resumes and networking
- Job market
- And the rest

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Please submit questions in the chat as we go along for discussion at the end.

APA-PA STUDENT RESOURCES

- Website – www.planningpa.org/for-planners/students/
 - Specific APA webpages (connecting/networking, background on the profession)
 - AICP certification
 - Student Engagement Committee
 - Internships
 - Scholarships
 - Higher ed planning programs in PA
- Annual conference
- Scholarships – early calendar opening
- AICP exam prep

American Planning Association
Pennsylvania Chapter
Making Great Communities Happen

search website

ABOUT | EVENTS & TRAINING | ADVOCACY | PUBLICATIONS | FOR PLANNERS | SECTIONS | RESOURCES

For Planners

- Professional Planners
- Planning Commissioners
- Students
 - › Student Scholarships
 - › Student Engagement
- › Become a Planner – APA Certified University Programs

Students

[American Planning Association](#)

The American Planning Association provides leadership in the development of vital communities for all by advocating excellence in planning, promoting education and resident empowerment, and providing our members with the tools and support necessary to ethically meet the challenges of growth and change.

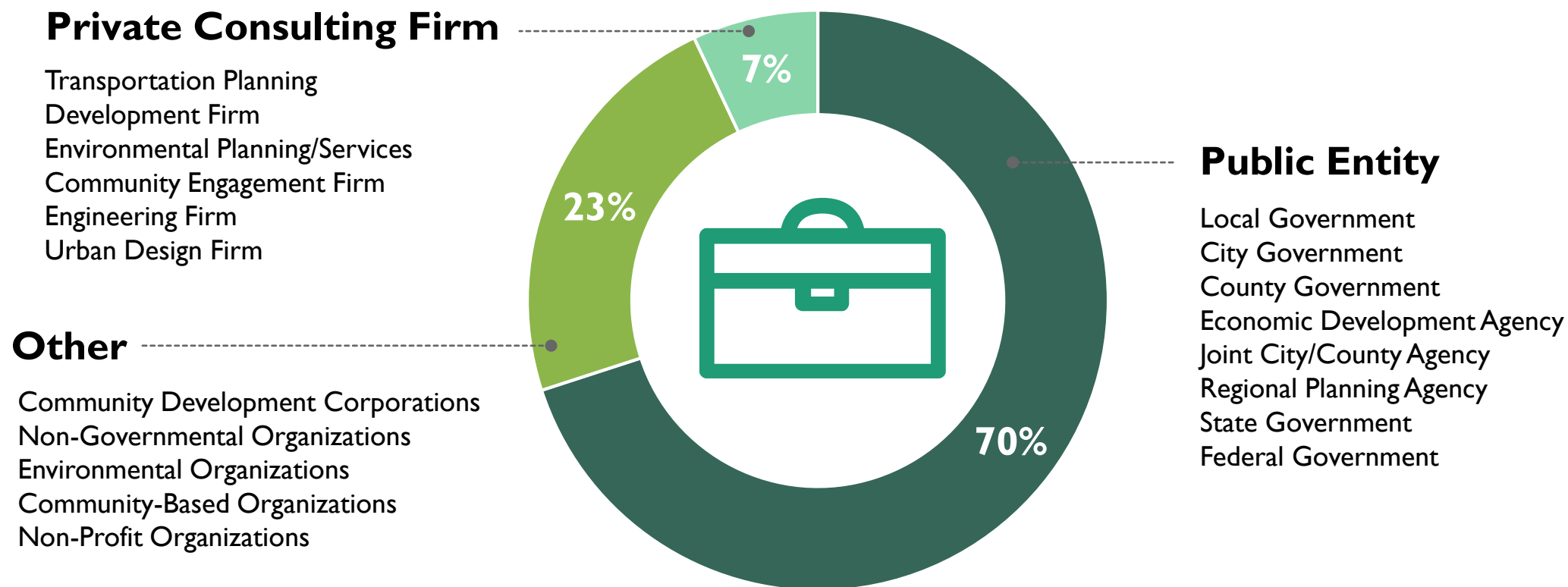
For resources that are specific to students visit these areas of the APA website

- [Connect with APA: Students and New Planners](#)
- [Choosing your Planning Profession](#)

AICP Certification

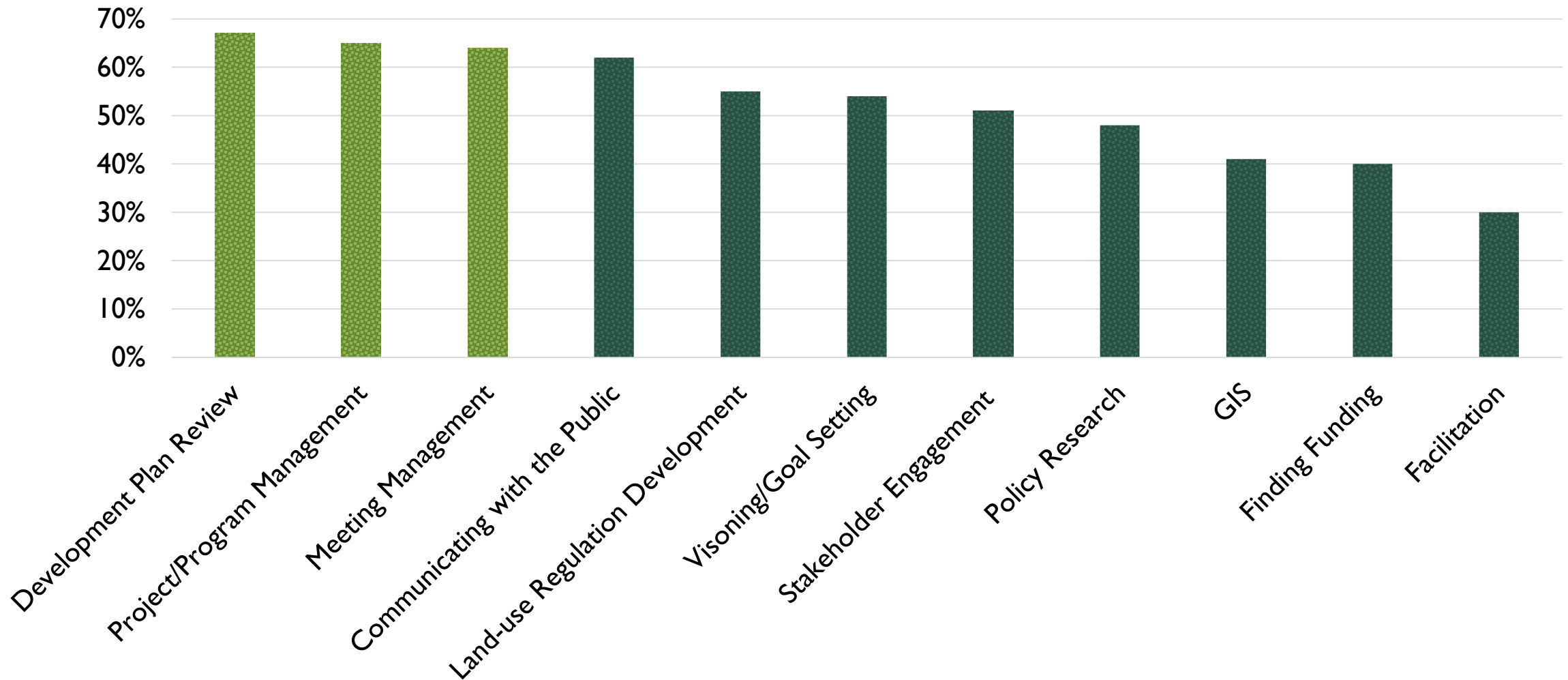
[AICP Certification](#) is the only nationwide, independent verification of planners' qualifications. Earn the AICP Certification and colleagues and employers will know that

CAREERS - SECTORS & EMPLOYERS



■ Planning employers by categories, *APA 2016 Salary Survey*

CAREERS - PLANNING ACTIVITIES



CAREERS – DIFFERENCES IN SECTORS

Different, not better or worse

Public: expanded benefits, potentially less travel, path forward & salary advances may be regimented and slow

Private: pay over benefits, travel depends on firm & specific projects, initial path forward is more specific to the individual

Non-profit: expanded benefits, greater ability to reflect a position/view, increased tie to funding sources, options are limited or dependent on location for planning-related non-profits

DEGREES - BACHELOR'S VERSUS OR PLUS MASTER'S?

- Variety of planning related undergraduate programs can lead to planning or planning-related job
 - Planning
 - Geography / GIS
 - Public Administration / Public Policy
 - Economics / Political Science
 - Community Development
 - Urban Studies / Affairs
 - Environmental Studies / Science
- Higher salary, and greater employability with graduate planning degree
 - PAB: Temple, U Penn | Others: West Chester, Penn State Global
 - Different parts of PA have different job markets: know where you might want to be working and living
- Years to AICP eligibility
 - PAB: 2 years graduate | 3 years UG
 - Non-accredited in planning: 3 years graduate | 4 years UG

INTERNSHIPS - HOW TO OBTAIN A RESUME BUILDING INTERNSHIP

Know

Know the type of internship experience you are looking for

- Public, private, on non-profit sector?
- Comprehensive, community, economic development, environmental, transportation planning?
- Location?

Be

Be maximally prepared to apply

- Have relevant and in-demand skills for positions you want

Have

Have an updated resume and application letter

- One and two-page versions that speak to the qualifications required
- Structure: Education, Skills, Experience, Awards, Relevant Projects, Awards
- Have a base application letter, and customize it to apply for each position

INTERNSHIPS - HOW TO OBTAIN A RESUME BUILDING INTERNSHIP

- How to find an internship that will provide the experience you want and need
 - Is there a job description for the internship?
 - If so, does it contain references to things that you want to learn (as well as things you are qualified to do)
 - Does there seem to be a clear vision for what you would be doing?
 - Would you be working on one project, or be assigned to work on several?
 - Would you be provided professional development opportunities?
 - Attendance at professional meetings, conferences, shadowing, other networking opportunities

INTERNSHIPS - STUDENT PLANNER PROGRAM (SP2)

Indiana County Office of Planning & Development (ICOPD), City of Greensburg, Indiana University of Pennsylvania (IUP), Seton Hill University

APPLICATION DEADLINE NOVEMBER 11

INTERNSHIPS AVAILABLE

Geography/Planning/Communication Majors

Flexible Schedule & Valuable Experience

Projects Involving:

- Grant Writing
- Subdivision Land Development
- Mapping (GIS)
- Public Outreach/Involvement

PROGRAM DATES

JANUARY 23

MAY 5

POSITION DESCRIPTION

The award-winning Student Planner Program (SP2) provides students the ability to gain work experience while exploring professional development opportunities.

Students select and manage projects aligned with their interests and local community development efforts. They support projects through meeting facilitation, project organization, and various administrative tasks.

By participating in the program you will enhance your resume, establish professional contacts, improve leadership skills, and gain experience.

To apply contact:

Jeff Raykes, AICP
Indiana County Office of Planning & Development
jraykes@ceo.co.indiana.pa.us

Application deadline is Nov 11, 2016

For more information visit:
www.icopd.org/student-planner-program.html

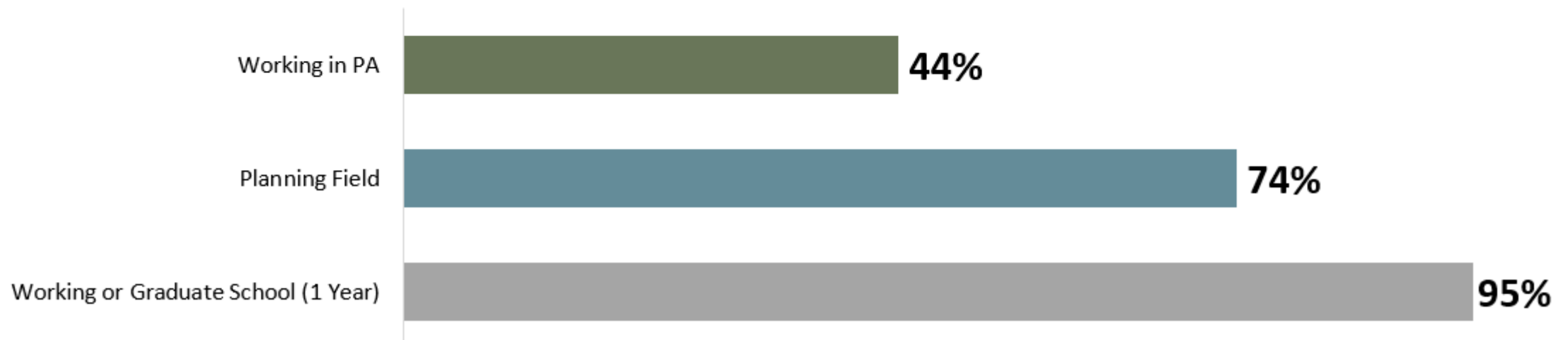
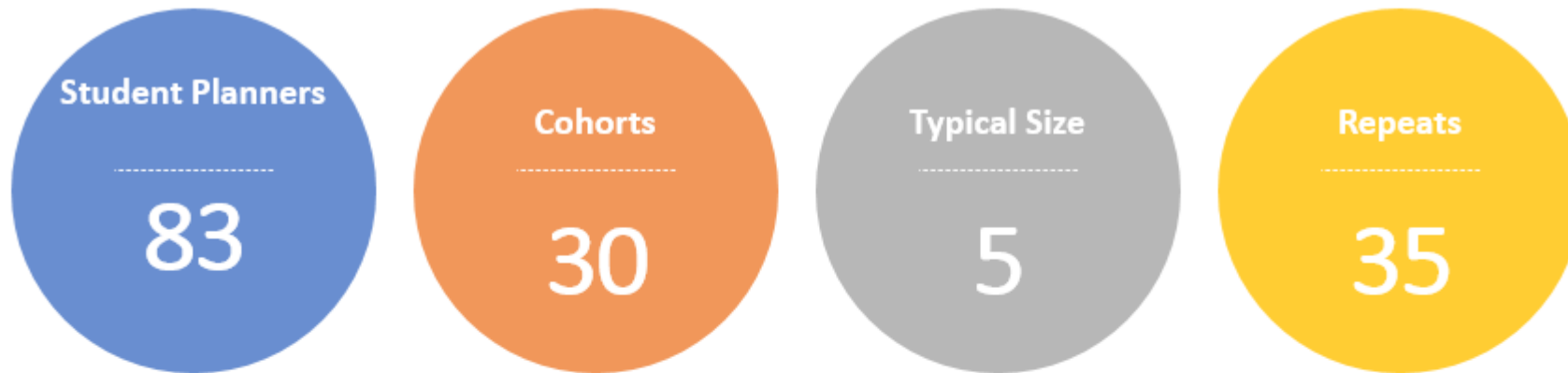
- University – community **partnership**
- Founded **2009**
- **Embedding students** in planning teams
- **Planning, Public Administration, Communications, Political Science**
- **2 – 8 students** per semester, **cohorts**
- Credit/internship, no credit/volunteer, paid/unpaid, work study

INTERNSHIPS – SP2 CORE COMPONENTS

- Choosing a project
- Identifying deliverables
- Developing a work plan
- Facilitating processes
- Presenting ideas
- Assessment and evaluation
- Professional development
- Celebrating accomplishments



INTERNSHIPS – SP2 BY THE NUMBERS



INTERNSHIPS – SP2 BY THE MAP



RESUMES, NETWORKING, & MORE

Resumes and cover letters:

- Use the university career center
- Multiple reviews to improve readability, focus on takeaways, fix errors
- Have a standard, tailor as needed - job and project based, gains/wins – tasks ☹️ results 😊
- *Focus on how you can help them, not how the position can help you*
- Limited relevant job experience? Show responsible/reliable (volunteering, internships), show relevant coursework
- Often you will be simply be beat by someone else for a job, it isn't necessarily a flaw in your background or prep

Networking:

- YES!
- Chapter/section events, ULI - any relevant professional organization events/activities
- Social media networking – be yourself, show your professional interests...remember online info lives forever

JOB MARKET NOW & POST-COVID

- Planners may not suffer as much as other sectors – focus may shift
 - Public/community health
 - Disaster planning/hazard mitigation
 - Economic recovery
 - Transportation, with multi-modal focus (bike/ped/trails)
- Tech skills still matter – shifted focus
 - GIS, graphics, and now...virtual public engagement

AND THE REST...

- Be willing to move
- Go somewhere that values planning, or be willing to do more work on this
- Skill sets: Planning + strong GIS, or drone license, or engagement focus, or graphic skills...have a strong secondary
- Where to find job postings
 - Planetizen, APA (check these for a broad view of what's available, on a routine basis)
 - University career centers (Handshake)
 - Chapter, sections
 - Individual agencies
 - Municipal job junction or similar
 - Individual consulting firms
 - Focus area postings (environmental, emergency services, etc.)
 - Local sources for the geography you want to end up at



QUESTIONS

