CALLING ALL STUDENTS
WHAT’S YOUR PATH FORWARD?

Panelists from the APA-PA Student Engagement Committee:
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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

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.
OVERVIEW

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

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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
Planning employers by categories, *APA 2016 Salary Survey*
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
  - Public Administration / Public Policy
  - Community Development
  - 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

- Geography / GIS
- Economics / Political Science
- Urban Studies / Affairs
# Internships - How to Obtain a Resume Building Internship

## Know

Know the type of internship experience you are looking for
- Public, private, or 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

- 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

Student Planners: 83
Cohorts: 30
Typical Size: 5
Repeats: 35

- Working in PA: 44%
- Planning Field: 74%
- Working or Graduate School (1 Year): 95%
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
Planning 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