Building Community:
Career SWOT Project Template
2nd Session

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Getting Organized

- Did your **peer group** send a single email to your **Program Coordinators**?
  - Target Industry Cluster
  - Possible job titles
  - Possible Companies (Are you going to organize an information session?)
  - Skills needed
- Did those interested in AI send an email to Marzi szamiri@uottawa.ca and their resume for the **aedo.ai** session Friday 12noon in CYB A707?
  - If not, why not!?
- Is everyone signed up for **Rock Your Profile** tomorrow? At 11am or 5pm
  - If not why not? Are you not plugged into the PDC facebook group? Did you not read your email from me?
- Interested in GNG5299 Industry Internship Project
  - Did you a question on **Facebook**? Did you drop by **Marzi’s office hours**?
Has each peer group filed a status report?

Last week you were supposed to:

- form a peer group
- read the Community Practice and SWOT articles
- Do a career SWOT on your own
- Share and discuss with your peer group
- Send your status report

And no ... I did not tell you that .. But you should have known! 😊

And no ... you did not have to meet in person to accomplish that ... although its always fun and important to be social

- Hint1: who missed an opportunity by not going to the potluck?
- Hint2: your favorite social media app ...or to be professional and team oriented: https://slack.com/get-started
Industry Clusters

• We need peer groups to coordinate a “Meet & Greet” for each of these Industry Clusters (and define new ones). Email Marzi!!

• Data Science / AI
  • Aedo.ai (Construction Industry – relevant to Civil Engineering as well)
  • Startups and Consulting firms
  • Kanata Business Association

• Security (including Privacy and Bitcoin)

• Networks and Cloud Computing DevOps
  • CENGN, Cisco, Kanata

• City of Ottawa (Mobile, Data Science, Civil)

• Biomedical
  • [www.create-best.com](http://www.create-best.com)
COOP Office and Career Center Presentation

• Understanding the Job Market
  • Anthony Daigle
Peer Group Task

• Get connected on Slack or some other based mechanism for team communication

• Schedule a meeting time for the coming week

• Right Now:
  • Prepare for at least one industry information session
    • Target company (what industry cluster?)
      • Identify networking resources (career center, profs, google, job postings)
    • Target Jobs
    • Target skills
      • What courses (uOttawa, Internet, or other) can prepare me
      • What projects could we work on to prepare us (profs, thesis seminars, professional development club, on campus, SEED, community …
  
• Make sure at least one of you is going to Rock Your Profile tomorrow
• Meet this week to review how well your resume and your LinkedIn match your Target!!
What is a career?

• A series of *projects* in which new *skills* are learned, *experience* is gained in *roles* that develop your *authority* in your area of expertise

• Projects are done in *teams*

• Projects have a *context* and must *integrate with or interface to systems* (processes, technology, information, organizations, legal)

• Projects have a *business purpose* and generate *value*

• Projects have a *focus*
How do you find a project / internship / job?

• GNG 5299 Project Proposal Template
  • [https://professionaldevclub.wordpress.com/students/project-proposal-template/](https://professionaldevclub.wordpress.com/students/project-proposal-template/)
  • Can be used for GNG5299 or Discipline Specific Project Code or to plan any project ....
    • Proposal
    • Industry Partner
    • Supervisor
    • Mentor – Graduate Students Projects and Internships Coordinator
      • [http://www.site.uottawa.ca/~lpeyton/syllabus.html#Hours](http://www.site.uottawa.ca/~lpeyton/syllabus.html#Hours)
    • Program Approval (Service Request)
How do I find an industry partner … to hire me?

• Do you know what your target industry cluster is?
  • Do you know what websites, conferences, trade journals/magazines the cluster uses to network?
  • Do you know **who in your network** and who at uOttawa is connected with the cluster?
  • Do you know how you can be active in your target industry cluster?

• Do you know what organizations / companies you are targeting?
  • Better yet do you know which organizations are targeting YOU!?
  • How do they communicate with you? (web presence, events, linkedIn, Job postings, head hunters career center)
  • What **roles / jobs / projects** are available at a target organization? How can you research this?

• Do you know what skills and experience they are looking for?
  • How can you acquire them?
  • How do you **communicate to your target organization**? (web presence, your network, your references, your promoters, resume, interview)

• Why should they hire **you**?
  • What is **your pitch**? Why **are you the right person** for the job/project? What is your **value** (to them)?
How do I find a Supervisor (mentor, promoter, reference?)

• Do you know how to meet the right professors?
  • Courses and Research and their students (program seminars where thesis students present!)
  • Program Associations and Program Coordinators
  • Engineering Events (CEED, Orientation, Bulletin); Ottawa Industry Events
  • Do your research! (faculty web pages, google, google scholar)

• Do you know how to communicate with professors?
  • In person (when, where) or by email (how should such an email be worded)
  • Do you know how to efficiently ask for and get an appointment scheduled?

• Do you know what professors are interested in?
  • Do you know what industry clusters, organizations / companies the professor is interested in?
  • Do you know what skills and experience they are looking for?
  • Do you have the skills and experience they are looking for?

• Why should they hire you?
  • What is your pitch? Why are you the right person for the job/project? What is your value (to them)?
Assignment

• Attempt to answer the questions on the previous slides on your own, and with your peer group
  • Come up with a team plan to determine the answers (and validate them for your peer group)
  • You don’t need to be formal this week .. But definitely identify tasks that will provide answers and assign each task to one person.
  • Eventually (for your projects and careers) you will need to be more sophisticated:
    • You can use excel or google sheets ... if you want to get fancy and be group oriented some people like airtable (new app):
      • [https://vimeo.com/showcase/3513053](https://vimeo.com/showcase/3513053)
      • [https://airtable.com/](https://airtable.com/)

• Start looking at your web presence and resume
  • Use the example resume as a template

• Submit your status report by next Thursday to your program coordinator!!
  • AND ATTACH THE FIRST VERSION of YOUR TEAM PLAN!!
  • Email Marzi if you want to organize an information session

• Next week we will have a visit from the Engineering Librarian and start working on your pitch and proposals.