

Follow-On Plan

Introduction

Using the Begin at the End approach I am defining my end point for this plan as graduation from college and landing my 1st job or internship in my Right Career. I will then work backwards to my current situation, working for a few months before going back for the start of my junior year.

Right Career (1st Job/Internship) – Age 24

Before or soon after graduation I visualize myself securing a job or internship in my Right Career (Marketing and/or Public Relations in the fashion industry).

Market myself to companies for my Right Career.

Use the research to target companies. Use the Right Career Sales Story and marketing material to tell my story.

Research Industries and Companies for my Right Career.

Research the fashion industry to understand its structure and all the various sub sectors. Research companies, large/medium/small, which would be good targets.

Refine my marketing plan to secure a position in my Right Career

Refine my resume. Build a professional presence on LinkedIn. Build my network on LinkedIn and elsewhere.

College Graduation – Age 24

I visualize myself graduating from college with my BA in Psychology in 2015 at age 24.

Find On-Campus opportunities to improve my resume for my Right Career

Seek out internships. Join clubs.

Find & Compete an Internship between Junior & Senior Year

I need to find an Internship that will let me both validate my Right Career and provide proof of my potential in that area.

Get my GPA back up to a 3.0

If I can replace the two D's with two B's I will get my GPA back up to a 3.0. I will then need to earn a 3.0 GPA (or above) each semester so I can graduate with a cum 3.0 GPA.

Make up Classes I dropped or in which I got a D

Before I left college I was four classes behind being a junior this coming fall. While I was out of my school I was able to take two classes, but my school would only give me 1½ credits, so I am 2½ classes behind schedule.

Follow-On Plan

Start College – Age 22

Re-enroll

I need to restart my college education this fall. Luckily the school allows you to take up to a three semester Leave of Absence and to return you only need to send a letter. Since I have only been gone three semesters I should have no trouble being re-admitted.

Retain my Academic Scholarship

I need to work with the Dean to ensure I will be able to continue to receive my Academic scholarship.

Finish Self Support Period – Age 21/22

Support Myself

I need to demonstrate to myself and to my father I can support myself.

Internship

I plan on getting an Internship while working.