SCHOOL OF COMMUNICATION

SOC Alumni Mentor Program: Application

Please print application, complete all fields and return with accompanying resume and personal statement to MGC, Room 300 or email to jill@american.edu (for undergraduates) or jmcgee@american.edu (for graduate students) by the deadline of ***5:00 PM, September 7, 2012****.*

Applicants must be a senior or graduate student in SOC with a minimum 3.0 GPA to apply. Students are admitted to the program based on the professionalism, career goals, and writing skills illustrated via the application, resume and personal statement. The number of students admitted to the program is limited to the number of alumni mentors who have volunteered to participate.

Name: _____ AU ID: _____

Email: _____ Preferred Phone: _____

Expected Graduation Date: Month: _____ Year: _____ Cumulative GPA: _____

SOC Degree Sought (check appropriate choice): ☐ BA ☐ MA ☐ MFA ☐ PhD

SOC Major/Program: _____

Please indicate your standing by checking the appropriate box below:

☐ Undergraduate Senior
☐ Graduate 1st Year
☐ Graduate 2nd Year
☐ Graduate 3rd Year

PLEASE INCLUDE THE FOLLOWING WITH YOUR APPLICATION:

Note: All documents will be shared with the SOC Selection Committee and your mentor (if paired).

1. Updated Resume: Please attach an updated resume.
2. Personal Statement (500 words maximum): Please write and attach a personal statement addressing the following:

- Why you are interested in the SOC Alumni Mentor Program;
- What you hope to gain from the program;
- Your career aspirations (including short and long term career goals);
- The professional path that interests you.

Page 2: Career and Professional Choice

Please specify the market that interests you most (choose one or more):

- ☐ Washington, D.C.
- ☐ Region within the U.S. (please specify) _____
- ☐ Any National Market
- ☐ International Market

Please complete the section below that corresponds to your major, program or career interest.

If you are enrolled in Political Communication, International Media, or Media Entrepreneurship, please select three preferred career choices that best fit your interests from the sections listed below.

Public Communication

Please circle your top three preferred career choices:

Advertising	Media Relations	Sports PR
Branding	Nonprofit Communication	Television PR
Marketing	Product Development	Strategic Planning
Community Relations	Entertainment PR	Talent Agent
Crisis Communication	Fashion PR	Other (please describe):
Event	Film PR	_____
Planning/Management		

Please specify your preferred area (circle):

PR Agency	Government Agency	Other (please describe):
Nonprofit	Boutique Firm	_____
Corporate PR	Sole Proprietorship	

Print Journalism

Please circle your top three preferred career choice:

Editor (please specify): Print or Web	Multimedia/Web
Foreign Correspondent	Photographer
Graphics/Layout	Writer
Operations/Management	Other (please describe):
Reporter	_____

Please specify your preferred area (*circle*):

Newspaper Magazine Online/Web Other (describe): _____

Broadcast Journalism

Please circle your top three preferred career choice:

Anchor	Operations/Management	Video
Director	Producer	Other (please describe):
Camera	Sound	_____

Please specify your preferred area (circle):

Television:

Comedy	News	TV Series
Entertainment	Sports	Other

Other (please describe): _____

Film and Media Arts

Please circle your top three preferred career choice:

Director	Feature Development	Graphics
Producer	Series Development	Photography
Writer/Screenwriter	Film Producer: Cable	Sound/Audio
Documentary Filmmaker	Film Producer: Network	Video
Feature Filmmaker	Finance & Operation	Other (please describe):
Editor (specify)	Camera	_____

Please specify your preferred area:

Biographies	Feature Films	
Comedy	Film Series	TV Series
Drama	Hard News Format	Other (please describe):
Documentary	Recording/Music Industry	_____

Page 4: Student Responsibilities

1. Students will be actively involved in the SOC Alumni Mentor Program from the point of the Welcome Reception (**October 15, 2012; 4:00-6:00pm**) through the Closing Program **(week of March 18-22, 2012**).

2. Students will attend the **SOC Alumni Mentor Program Welcome Reception on Monday, October 15, 2012 from 4:00-6:00pm.** Attendance is required in order to participate in the Mentoring Program. Students will receive information about their alumni mentor as well as tips and talking points to guide them through the mentor-mentee relationship.

3. The student will familiarize him/herself with their mentor, their mentor's organization, profession and industry before initiating the first contact with their mentor. The first point of contact will be the student's responsibility, via an email message during the initial contact week (October 16-21).

4. The student will prepare questions and discussion topics for their mentor. Students can ask their mentor for career advice, help with their resume and portfolio, direction regarding internships to pursue and advice on changes in the industry. A page of suggested talking points will be provided at the Welcome Reception. This is intended to be a guideline; do not hesitate to add additional topic areas to your conversations.

5. The student will email the mentor initially during **the period of October 16-21, 2012 (designated contact week)**. The student is responsible for keeping in contact by phone, e-mail, or other methods and creating a schedule that works for both parties.

6. Students in the program understand that some mentors are in the local area and others live in New York, Los Angeles, and other areas of the country. Part of the participation in this program includes making calls to your mentor. Depending where the mentor lives, these may be long-distance calls. The student agrees to incur all costs of these calls, when applicable, which will occur at least two times per month from October 2012 to March 2013.

7. The student must be flexible when arranging phone, Skype or in-person meetings, and should be aware that alumni mentors often have very busy schedules. One of the biggest challenges of the program is finding time to interact when both parties are extremely busy. You get out of the program what you put into it. The student is responsible for scheduling ongoing contact with their mentors. The student agrees to end all conversations with a date scheduled for the next contact.

8. **The students are not to solicit the mentor for a job. Solicitation for employment will lead to immediate dismissal from the program.**

9. The student will attend the **Closing Reception to take place on an evening during the week of March 18-22**. Alumni Mentors will be invited to attend.

10. The student will complete an evaluation of the program and is required to send a thank you note to his/her mentor at the conclusion of the program.

Page 5: Timeline for Students: 2012-2013

Below you will find the timeline you will follow with your assigned alumni mentor. Please notify Jill Heitzmann or Jean McGee (contact information below) if you have questions.

October 15: 4:00-6:00pm	**Welcome Orientation (Required Attendance)** Receive information packet to include name of your alumni mentor
October 16-21 :	**Initial Contact Week** All mentor and mentees have initial contact via email. It is your responsibility to make the first contact during the initial contact week, including the attachment of your resume and personal statement. After the initial contact week, it is the responsibility of both the mentor and mentee to assure frequent contacts are made*.
October 22-26 :	**Initial Check-In Week** Jill Heitzmann (undergraduates) or Jean McGee (graduate students) will contact you to assure initial contact has been made.
November 26-30 **February 4-8**	**Check -In Weeks** Jill Heitzmann or Jean McGee will contact you to check in with you to ask if you have questions or concerns, and assure you are having a meaningful experience.
March 5: 7:00-8:30pm	**SOC Student Alumni Networking Reception** The AU Career Center will host a networking to help students connect with alumni in the School of Communication. All students in the SOC Alumni Mentor Program are highly encouraged to attend.
March 18-22 (TBD):	**Closing Reception** Join the SOC Office of Development, SOC Career Advisors and staff from the SOC Office of Student & Academic Affairs for a reception with alumni mentors.

* Mentors and mentees will contact each other at least two times per month from October 16 – March 22.

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Jean McGee
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