

**ENVR 3900 (A01) 1.5 Cr.Hrs.**  
**Environmental Science Professional Development 2**  
**Fall 2023/Winter 2024**

**INSTRUCTOR: LESLIE GOODMAN**

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**Office Hours:** By appointment

Meetings/conversations will take place by zoom unless in-person meetings are requested.

**Use the Zoom Meeting URL for these virtual meetings -**

<https://umanitoba.zoom.us/j/98056785184?pwd=M21rc1FXVINxUWQzdDR6L2wwWitPZz09;>

Passcode: 132295

**Course Description**

One of the many challenges you face after graduation is the task of obtaining that first 'real' career position. To achieve this end goal you will very likely need to learn the art of networking, participate in interviews and market yourself to highlight your skills relevant to the demands of the occupation. *ENVR 3900 Professional Development in the Environmental Sectors 2* (1.5) is designed to be a continuation of professional development and further advance your emerging skills by:

- providing (practical hands-on) experiences relating to your professional interests;
- increasing your exposure by networking in the professional community;
- enhancing your interview skills through mock interview with experts and by evaluating junior students marketing abilities; and
- assisting you in identifying the most relevant skills demanded in your chosen profession through review of professional certification standards and national occupational competencies.

In this course, students complete several components over the year that forms the foundation of their LinkedIn and how to effectively brand yourselves within the professional sector of interest. Students learn specifics about their profession through investigations that will contribute toward your ability to detail and communicate their competencies to prospective employers.

**Course Deliverables:**

**Fall Term Class Dates Quick Reference (Winter Term TBA)**

*All classes start at 5:30 in 221 Wallace unless otherwise stipulated.*

**September**

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|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 11 | Course Introduction (Mandatory)                                                                                                                                                                                                                                                                                                                                                    |
| 18 | Pick Your Professional Organization and Become Involved <ul style="list-style-type: none"><li>• Manitoba Environmental Industries Association</li><li>• MB Chapter of the Wildlife Society</li><li>• Sustainable Building Manitoba</li><li>• Ducks Unlimited Wetlanders Association</li></ul>                                                                                      |
| 21 | ECO Virtual Fair (attend three sessions or watch virtually) <ul style="list-style-type: none"><li>• Mastering the Interview: Unveiling the Do's and Don'ts for Interview Success</li><li>• ECO Employment Programs and Wage Funding - Who, What, Where, When and Why</li><li>• Diversity, Equity and Inclusion in the Environmental Sector</li><li>• Workplace Scenarios</li></ul> |
| 25 | No Class (use this time to complete ECO Virtual Fair requirements)                                                                                                                                                                                                                                                                                                                 |

**Notes:**

- **September 21 8:00 – 4:00 MT ECO Canada Virtual Career Fair** (note that they are 1 hour earlier when planning sessions; Mandatory)

### **October (*Month of Mock Interviews*)**

- 2 Day of Truth and Reconciliation (No Class)
- 9 Thanksgiving Day (No Class)
- 18 ECO Canada Site Visit (Mandatory; 108 St. John's College)
- 23 No Class (use this time to complete course participation requirements)
- 30 Coop Presentations (Must attend 1 of the 4 evenings)

### **November**

- 6 Networking 101; Elective
- 13 Reading Break; No class
- 20 Coop Presentations (Must attend 1 of the 4 evenings)
- 27 Coop Presentations (Must attend 1 of the 4 evenings)

### **December**

- 4 Coop Presentations (Must attend 1 of the 4 evenings)

### **Topic and Due Date**

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#### **I. Professional (Electronic) LinkedIn Portfolio (25%)**

- Revisions to Resume – Due October 30, 2023 (10%)
- Mandatory Workshop – **Using LinkedIn to Support Career Planning and Career Management** –October 2023 (TBA; worth 15%)
- Draft LinkedIn – Due February 5, 2024
- Final LinkedIn – Due April 11, 2024

#### **II. Project and Course Participation Summary (50%)**

- Contained within LinkedIn - Due April 11, 2024
- Mandatory and elective events – 12 hrs in total
- Participation in a professional organization contributes 15% of this component
- Note – There is a significant increase in the expectations of participation from ENVR 2900.
- Quality of your participation is important.

#### **III. Professional Mock Interview (10%) – Schedule with Leslie**

- Interviews take place in October/November

#### **IV. Professional Informational Interviews (10%)**

- Interview summaries due April 11, 2024
- Minimum 2 professionals interviewed; CANNOT be related to past experiences whether in Coop placement or Environment faculty without permission.

#### **V. Elevator Pitch Evaluations (5%)**

- Evaluate ENVR 2900 elevator pitches and provide mentorship – Winter 2024

*Note: The University of Manitoba has enforced an Electronic Communications with Students policy. Please ensure that you use your university email account to correspond with staff in the Cooperative Education Office.*

### **Academic Dishonesty:**

Students should acquaint themselves with the University's policy on plagiarism and cheating (see University of Manitoba General Calendar). Copying another student's assignment and submission of the same material for two or more courses is plagiarism. Plagiarism and other forms of cheating are prohibited. The full definition of plagiarism and the possible penalties associated with it are outlined in the General Calendar. If your submitted assignment contains material you have copied from another

source (e.g. from a textbook, web page, or from the published literature) you must give proper credit to that source.

**Last day for Voluntary Withdrawal with fee reimbursement is September 19, 2023**

**Last day for Voluntary Withdrawal for part 2 (winter) is January 19, 2024**

*Note that this is much earlier than the Winter term VW deadline.*

### **Cooperative Education UM Learn Site ([www.umanitoba.ca/umlearn](http://www.umanitoba.ca/umlearn))**

This course relies heavily on the Cooperative Education Option UM Learn site. At this site you will find a folder under the “Content” tab specific to the ENVR 3900 course. This includes support documentation to assignments, links to professional organizations and events, as well as drop boxes where assignments are to be submitted. Ensure that you have access to the site and that you are frequenting the site often to keep abreast of current opportunities.

## **I. Professional (Electronic) LinkedIn Career Portfolio – Developing Your Branding**

By the completion of this course, you will have developed a LinkedIn website. This website is a showcase of your **reflection** of skills, knowledge and abilities that you have acquired as they relate to your career path. It is a way to brand yourself and market you and your organization(s) to others.

There is no one right way to create your marketing materials. When designing the LinkedIn it should be well organized so that your audience (employers) can easily find relevant information that highlight your competencies. For example, your resume should be easily accessible and visually appealing to review, you should have pages that describe professional experiences in greater detail (workshops and events you have participated in and what you have acquired in skills by attending these, professional training and certificates, examples of technical reports and research papers you have undertaken throughout your years of study, personal activities and interests, your Coop experience and technical report, etc.) In short an employer should find the evidence that makes you stand out as an expert and worthy of reaching out to you to connect and learn more.

You will be developing this portfolio with: LinkedIn (<https://ca.linkedin.com/>) an essential in developing your professional connection.

### **By the completion of ENVR 3900, you are required to submit your LinkedIn URL that contains:**

- a homepage with your professional profile that summarizes skills, knowledge and abilities that relate to the National Occupational Standards and your area of specialization;
- viewable (and downloadable) resume;
- your course/professional activities throughout the year and possibly over the past several years.
- excerpts of representative works – examples of term and research papers, laboratory exercises, personal accomplishments, profiles of activities worthy of discussion; and

The portfolio becomes a significant component of your development as you move into Coop and add to your experiences. The goal is that you can promote the portfolio to employers by the following year and that it will encapsulate all of the relevant experiences associated with your professional interests.

During the upcoming academic year, you will gain further experiences that you need to showcase in your skills assessment. In addition, you will make improvements to your resume, your cover letter, and you will have developed technical reports that pertain to your Coop placement. You are required to organize these materials in your professional portfolio. The portfolio is intended to assist you with your career exploration efforts, to strengthen your applications to employers and to assist you in conceptualizing your strengths and achievements. It not only showcases your achievements during your university career but

will further provide evidence of your major skill areas and competencies building toward professional certification.

You will be evaluated during the course through your progress in developing and improving your career LinkedIn. Students should submit their URL for their career portfolio periodically throughout the course.  
LinkedIn – invite Leslie Goodman

***Key components of the grade for the LinkedIn webpage is/are:***

**Professional Biography** that describes your most relevant achievements and skills concisely and also encourages the reader to explore your webpage.

**Resume** – your resume must reflect your most recent experiences and knowledge and relate to everything you have learned about skills and competencies required in your profession. Remember, it should reflect the competencies and skill themes that you identify as most relevant to your future interests.

**Individual Pages (critical to the course)** – you should develop pages related to professional activities in which you are involved. For example, you might be completing an Honours thesis whereby you can describe the research, relevant links to government agencies or researchers on campus, your proposal, progress report and final thesis report/presentation. You might have been involved in a substantial project in your Coop work term or work with a unique organization. Alternatively, you might describe your advanced knowledge in field training by describing all of your experiences in one page. The reader should gain a sense of major areas of competence by the way you organize your webpage (e.g., field readiness, analytical and laboratory proficiencies, quantitative and computer applications such as GIS, statistical software, regulations and legislation analysis, environmental assessment, etc.). If you want to impress the reader with a particular area of knowledge or skill, then it deserves a page in your portfolio. Build your themes of relevant skills from your knowledge of the certification research such as ECO Canada’s National Occupational Standards or The Wildlife Society’s Certification application, for example.

**Creativity and Organization** – the website should be well-organized and easy to follow. You should use images and links to add depth and interest to the site. This is a significant component of the final grade. Links must work!

## **II. Project and Course Participation Summary**

Networking forms a skill in of itself for pending graduates. This can often be a daunting process as students may not have experienced effective networking during their undergraduate degrees.

In this course, you are encouraged and rewarded to “get out there” and make connections (hence it is worth 50% toward your course grade!) This can be done through any one of a number of opportunities: participating in field studies, attending conferences, workshops, seminars where guest speakers provide their insight on their area of expertise; on-demand webinars and Coop webinars (and hopefully something in-person in winter term as well).

Events and activities are emailed out to students in ENVR 3900 throughout the term. **Only your University email account will be used. Ensure you frequently monitor for these from Jo and myself.**

ENVR 3020 and ENVR 4020 – Field Readiness (Fall 2023) and Advanced Applications in Field Readiness (Winter 2024) courses provide hands-on instruction in preparing for field research. It is HIGHLY recommended for students entering Co-operative Education and a skillset that will make you more appealing to employers hiring in fieldwork. The course participation also covers the requirements of this course.

You are required to provide a summary of your activities at the end of the academic term. The summary should highlight the knowledge you acquired from participation in the event and/or specific skills acquired. This will be a useful reference to you in the future when you are asked to explain your experiences and current knowledge while participating in interviews and other networking events. Include pictures where it helps to demonstrate your experience. Be sure to also include this information within your LinkedIn.

**Environmental Professional Organizations – A component of networking and course participation marks may include your work and involvement with an organization. There are a number to consider and only a few are highlighted here:**

- A: Manitoba Environmental Industries Student Chapter – <https://www.meia.mb.ca>**  
Relevant for students in Environmental Sciences (resource based focus areas) and Environmental Studies
- B: Manitoba Chapter, The Wildlife Society – <http://www.tws-mb.com/>**  
Relevant for students considering focus areas in biodiversity and conservation, geomatics, and ecosystem management.
- C: Canadian Water Resources Association - <https://cwra.org/en/>**
- D: UofM Ducks Unlimited Wetlanders Association - <http://www.ducks.ca/stories/rescue-our-wetlands/the-university-of-manitoba-wetlanders/>**
- E. Canadian Meteorological and Oceanography Society –** Atmospheric Science students should become members and also join the Weather Club offered at UofM.
- F: Canada Green Building Council - <https://www.cagbc.org/Default.aspx>**
- G: Sustainable Building Manitoba - <https://www.sustainablebuildingmanitoba.ca/>**
- H. A student organization such as SESES and EGSA**

15% of your course participation grade is related to your specific involvement in a professional organization. This can include student chapter membership that grants you access to workshops and conferences and /or volunteer hours with the organization.

### **III. Professional Mock Interview**

Students will have opportunity to participate in a mock interview in which you will receive constructive feedback about your strengths in interview and areas where you can make improvements. A panel of two or more professionals will ask key questions that pertain to past experience, skill assessment, project management, and interpersonal skills that form the basis of evaluation and feedback. The interview will be conducted in a similar style to a formal “real” interview so students should prepare by reviewing a mock job description, dress accordingly and prepare their resume as they would be expected to do in reality.

Students will be given the opportunity to pick a job posting from several provided in key environmental sectors involving ecological monitoring, corporate sustainability, environmental communication, natural resource management, environmental toxicology, etc. These postings will be available in early Fall term. Students will schedule their interview with the Instructor.

Students will receive a score out of 10 and ranked according to overall preparedness. You need to research mock employers; prepare your resume and cover letter to reflect the job and be obviously prepared for the interview. You should look and dress the part as well.

Watch for an email requesting you to schedule your mock interview in late September.

#### **IV. Professional Informational Interview**

Students are required to conduct at least two informational interviews targeting representatives in research, government, industry, and/or ENGOs who can speak to the aspects of current trends and challenges in the profession, specific training and wisdom s/he can share in building your network, skills and overall preparedness to enter the career upon graduation. Your “go-to” academic advisor or past employer will not suffice for this exercise. You are expected to research and connect with new professionals whom you’ve not crossed paths with in previous years.

Students are required to provide a minimum one-page summary for each interview at the end of the term. This should describe the questions, why you chose the interviewee and overall outcomes from the discussion (building on your understanding of required skills, knowledge, and abilities).

#### **V. Employer (Elevator) Pitch**

Last year you had opportunity to engage in peer mentorship with a senior Coop student when you provided your elevator pitch and this year is your turn! Students in ENVR 2900 will be developing an elevator pitch (about a minute or thereabouts). You will be evaluating these students but also making recommendations to them at the conclusion of their presentation. Through this process, you will be able to apply what you like to your own marketing abilities.

*The idea of the employer (elevator) pitch is to have a short pre-prepared speech that explains who you are, your career aspirations and your accomplishments that you could essentially deliver in the length of time of an elevator ride. It actually requires tremendous thought about what you want to share while ensuring it is memorable and succinct.*

*The development of an effective pitch means that you need to reflect on your experiences and accomplishments, your goals and what makes you unique. Essentially you’ll need to perform a self-evaluation and find effective communication approaches in relaying this information.*

Check out the following to refresh your memory: <https://www.youtube.com/watch?v=O6U9OGpvV78>

Elevator pitches will take place in winter term 2024. ENVR 3900 students must work with ENVR 2900 students to coach and review pitches in relevant focus area/streams. Through this experience, be sure to think about what you like and aspects where improvements can be made. This gives you insight about your own interview style and strategies!

Your evaluation of 2900 student(s) will include a survey that will be submitted to Leslie Goodman by April 11, 2024.