Freshmen through Juniors; you are not being asked to predict the future, but simply to express immediate, tentative, and, realistic academic as well as internship, research and post-commencement options. Declaring a major? Seeking internship, research, or shadowing experience? When, where, and why do you wish to attend graduate school? Within what career fields do you wish to intern and, eventually, work? Can you clearly express goals in realistic and articulate ways? Are you thinking about fellowships or special and selective experiences and programs? Stating, “I’m interested in anything, anywhere,” or “something related to my major” does not provide strategic focus needed to be effective. While you can progress at your own pace, certain “milestones,” including declaring majors and seeking internships, research, and shadowing experience necessitate accelerated efforts. Before you continue, let’s define “intern” and “internship.”

To intern is to serve in paid or unpaid project focused roles that build skills related to fields, functions and firms of interest; or to serve in academic and industry research roles. Internships offer an inside look, facilitate career decision-making, generate and evidence projects and outcome oriented skills required to achieve post-commencement career or graduate school goals. Credit or transcript recognition may be required of unpaid internships and research.

To establish and express goals . . .

I Complete the Five Minute (or More) Field and Function Goal Expression Exercise.
I Complete additional Three F Exploration Worksheet and Four P Actions Page as you progress.
I Attend one or more seminars that focus on goal setting as well as field specific topics.
I Review Majors and Careers links (www.rochester.edu/careercenter) to access resources; then discuss with a counselor.
I Peruse web and printed resources, and then continue discussions with a counselor.
I Supplement cyber sleuthing with interpersonal exchanges, including alumni and faculty networking conversations.
I Be prepared to identify and share with a counselor who your “career role models” may be.
I Be able to write tentative field, function and firm focused internship, research, shadowing and post-bac goal statements.
I Access web-based resources, including Nationwide Internship Consortium, CareerLink, CareerShift, and Vault websites.
I Ask Counselors and Peer Career Advisors quick questions and seek specific next step recommendations.

Translating statements like “something major related” or “an economics or English internship,” into field, function and firm goal statements, then acting upon postings, places, people and programs targets will yield desired outcomes. Goal expression supported by coaching of our counselors enhances chances for internship and research success.

The 3 Fs

Fields: What career fields (more than one is fine) are you interested in? What fields have you identified as related to major, minor, cluster, or career curiosities? Which of our field staff specialty areas most intrigue or best define you? Examples: Health Professions, Public Health, Life and Neuro Science Research is a field that may be of interest. And, Arts, Music, Entertainment, and Communications might be another.

Functions: What can you do within fields of interest? What job or internship titles and, most important, functions are associated with fields? Can you describe what people do in these fields? Have you identified functional subheadings of our staff specialty that best match your interests and focus? Examples: Research Assistant for faculty and Lab Technician in hospital or pharmaceutical settings could be function titles to target. Event planning, press relations, promotions and web content writing would be appropriate Marketing, Promotions and Public Relations functional roles.

Firms: What are companies, organizations, or entities you wish to intern for? Examples: University of Rochester; Medical Centers; Vaccine Laboratories and Pharmaceutical manufacturers would be firms associated with the Fields of Laboratory, Academic and Industry Research. And, public relations firms, advertising agencies, non-profit fundraising departments, sports teams, and many other firms related to marketing linked field and function targets.

The 4 Ps

Postings: Find and use posting sites including CareerLink, CareerShift, NIC, and company websites, but don’t limit yourself to these.

Places: Identify organizations to contact using CareerShift, Google, directories, Vault or CareerLink. And, prioritize target cities.

People: Contact individuals via “networking notes,” or phone calls and seek consideration, advice, or referrals; using LinkedIn, CareerShift, UofR and other university, hospital, and research facility department websites, and professional association resources.

Programs: Structured and, sometime, fee-based internship and academic programs are options. These include: Dream Careers (www.summerinternships.com), Washington Center for Internships (www.twc.edu), Masa Israel (www.maisrael.org/masa/english) IES (www.iesabroad.org); REUs: Research Experience for Undergraduates; and SURPs: Summer Undergraduate Research Programs.
Can you fill in grid columns below; or at least make a few entries in each? If not, a counselor can help, and determine if you need additional exploration to enhance internship, research, pre- and post-commencement goals articulation. Perhaps you should complete the **5 Minute (or More) Field and Function Goal Expression Exercise** and **Three F Exploration Worksheet** and **Four P Action and Outcomes Page** as you progress.

<table>
<thead>
<tr>
<th>Fields</th>
<th>Functions</th>
<th>Firms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Career fields of interest at present…</td>
<td>Job functions and titles related to fields…</td>
<td>Firms, schools or settings where functions exist…</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Postings from CareerLink, NIC, CareerShift and other sites that match field, function and firm goals…</th>
</tr>
</thead>
<tbody>
<tr>
<td>Places where I might intern, conduct research or shadow…</td>
</tr>
<tr>
<td>People I should network for information and for consideration…</td>
</tr>
<tr>
<td>Programs related to fields, functions and firms of interest…</td>
</tr>
</tbody>
</table>

Exercises appearing on the follow pages are offered to assist with your efforts to establish and express goals. The **5 Minute (or More) Field and Function Goal Expression Exercise** is a quick and easy getting started tool. The **Three F Exploration Worksheet** and **Four P Actions Page** offers exploration, prioritization, articulation and attainment suggestions, strategies and resources. While one on one counseling is best, these exercises and information shared during weekly seminars can prove quite inspirational.
The 5 Minute (or more) Field and Function Goal Expression Exercise

Our mission is for you to articulate and attain internship and research, and ultimately, post-bac employment and graduate school goals. Using our *Staff Specialty by Field* handout as a getting started tool yields goal expression in as little as five minutes and four steps.

First, peruse the 6 *Field Headlines* and about 40 bulleted *Function Statements* on the document below. Remember, whenever you wish, make an appointment with any of our specialist counselors noted or sign up for specialty-focused workshops offered weekly.
Second, on the Field and Function Identification and Ranking Page, quickly rank your top three Field Headlines noting 1, 2 or 3 in the large circles. Intuitive initial impressions are best. Next, fill in circles of Function Statements you find most intriguing under your top three Field Headlines. Then, fill in some circles under other Field Headlines or insert additional phrases if you wish.

Field and Function Identification and Ranking Page

Education, Human Services, Counseling, Social Change & Psychosocial Research
- Early, elementary, secondary and language teaching
- Higher education, administration and teaching
- Human services, counseling and therapeutic services
- Nonprofit, social change and social work
- Psychosocial and social science research
- Clinical psychology laboratory and applied research
- Professional and graduate studies

Government, Policy, Politics, Law and International Relations
- Legal, paralegal and legal research
- Government, Public Policy and NGOs
- Urban and regional planning and sustainability
- Social activism
- Professional, law, and graduate school
- Clinical psychology laboratory and applied research
- Academic, legislative and consultative research
- Political, campaign, polling and constituents relations

Health Professions, Public Health, Life and Neuro Science Research
- Medicine, dentistry and veterinary medicine
- Nursing, pharmacy, and allied health professions
- Public health, health policy, epidemiology and ethics
- Life science, cognitive and neurological research
- Professional training, graduate study and post-bac programs

Engineering, Applied, Computer and Physical Sciences
- Engineering and engineering consulting
- Computer science, IT, software and web development
- Biotechnology and biomedical
- Environmental and earth science and alternative energy
- Research and development and tech transfer
- Professional training, graduate study and academic research

Business, Banking, Finance and Consulting
- Investment banking, banking, finance, and consulting
- Insurance, actuarial science and quantitative research
- Marketing, sales, brand management and market research
- Human resources
- Entrepreneurship, venture capital and tech transfer
- Professional training, graduate study and post-bac programs
- Business, finance and economics research

Arts, Music, Entertainment and Communications
- Performing and visual arts
- Museums and arts management
- Film, television and entertainment
- Advertising, pubic relations, publishing and journalism
- Digital, audio, and graphic arts
- Music promotions and performance
- Professional training and graduate study

Third, return to your three (or less) priority Field Headlines above and circle specific key words that now (not forever) best express career curiosities. Perhaps entire headlines will do, but it’s best to circle one or two words or phrases within the headline. Then, revisit Function Statements on this page and circle words that best express current career and academic curiosities, and existing or desired competencies, research interests or internship targets. While you might want to circle entire statements, only circle individual words or two- or three-word phrases. Please, do so quickly!

Fourth, complete the Key Words and Phrases Inventory on the next page; entering field and function phrasing that will soon be expressed as one, two or three goal statements; and now inspire ongoing exploration, prioritization and, ultimately, articulation and attainment. Identify a maximum of three key words or phrases from each Field Headline and four from Function Statements. For now identify a limited number of targeted expressions in order to take strategic next steps.
Well that's about 5 minutes! Realize what we mean by transforming “what can I do with a major, minor, cluster in” queries into “what can I now do with field, function and firm targets?” When asked about goals, concisely and articulately respond using words, phrases or statements from the Key Words and Phrases Summary Page above. You might say “I am now actively exploring and likely to seek internships in the field of Communications, specifically advertising, and public relations functions and firms.” Or, “I am targeting internships in banking and finance, specifically analyst functions and titles.” Like tweets, each statement is under 140 characters!

Next? Share results with a counselor, access Exploring Careers and Majors (www.rochester.edu/careercenter/students/gettingstarted) links on our website for some cyber sleuthing, or refer to the Three F Exploration Worksheet and Four P Actions Page for additional exploration, prioritization, articulation and attainment suggestions, strategies and resources.

Have 15 or more minutes? After completing the Key Words and Phrases Inventory use targeted words and phrases to begin “cyber sleuthing” for exploration, prioritization, and articulation. Or, begin transforming Field, Function and, eventually, Firm statements as well as Postings, Places, People and Program strategies into internship, research, and, when ready, graduate school actions. Initial activities appear below; with more on the Three F Exploration Worksheet and Four P Action Worksheet that follow.

Link to My Next Move via (www.mynextmove.org) to access basic information on over 900 career fields and related. Start with searches using words from your Key Words Summary Page, and if you wish, progress to industry and interest based queries.

Link to Exploring Careers and Majors (www.rochester.edu/careercenter/students/gettingstarted) for exceptional resources. Access Career Choices. While this site’s headline asks: “What can I do with this major,” think of the query as “what can I do with field and function curiosity in?” Locate key words and phrases that appear as major titles in grids on this site. Point and click to find additional field, function and firm information and, definitely access links cited. Cyber sleuthing involves delving deeper with additional points and clicks; reading, analysis, and, ultimately prioritizing and action. Next, link to Spotlight on Careers for in depth internship, job search and graduate school information and resources indexed under many Field Headlines, Function Statements, or keywords you identified. Explore Vault.com’s numerous field, function and firm publications, profiles and company snapshots. Career Cornerstones is an excellent source of information on fields, functions and firms as well as graduate study in science, mathematics, engineering, computer science, and healthcare.

Try a very effective cyber sleuthing technique. Access Google, or search engine of your choice. Keyboard in a one, two- or three-word phrase from your Key Words and Phrases Inventory; then type “wiki” after, and hit enter. This yields Wikipedia references (especially the first two) you should review. When reading Wikipedia pages, click on at least two hyperlinked bolded words as well as one or two footnotes. Deeper and deeper cyber probing reveals concepts, terminology and enhances your capacities to express, then attain field, function and firm internship goals. Do this for each key words or phrases on your Key Words and Phrases Inventory. Keep sleuthing, reading, analyzing and prioritizing to reinforce or refine existing thoughts, or redirect exploration.

Next, return to a search engine and type in anew a one, two- or three-word phrase from your Key Words and Phrases Inventory Page; then type the phrase “Career Fields” and hit enter. This generates links that provide field information and, likely, some posting sites. Repeat the process by inserting any one, two- or three-word phrase and then “Job Functions;” then “Firms;” and “Internship Postings.” When you wish, add “Internship Programs” and “Research” after key words for future searches. Results enhance goal setting and expression and naturally progress to internship, research and, eventually, graduate school actions. When you have more time, and throughout undergraduate years, use the Three F Exploration Worksheet and Four P Action Worksheet and, of course, work with a counselor.
Three F Exploration, Prioritization and Articulation Worksheet

Stating fields, functions and firm goals, then acting upon postings, places, people and program targets yield success. If you have completed the **5 Minute (or more) Field and Function Goal Expression Exercise** your **Key Words and Phrases Inventory** identifies a maximum of three words or phrases from **Field Headlines** and four from **Function Statements**. More in depth exploration and prioritization will generate confident articulation and, ultimately, targeted goal attainment. For this worksheet, first rank the three key words or phrases from Field Headlines in order of prioritized interest and desire to take actions. Next rank six key words or phrases from Function Statements. Rankings reveal priorities and facilitate continued exploration and, ultimately, empower internship and research search efforts. You are not eliminating anything; just ranking to identify actions that take place before others.

**Explore using traditional and creative cyber sleuthing.**

Link to **My Next Move** via (www.mynextmove.org) to access basic information on over 900 career fields and related. Start with searches using prioritized words from your **Key Words Summary Page**, and if you wish, progress to industry and interest based queries. As you read, think about whether you want to change existing rankings or add new fields, or revise rankings or add new functions. Or, if you want to revisit The 5 Minute (or more) Field and Function Goal Expression Exercise, do so.

Link to **Exploring Careers and Majors** (www.rochester.edu/careercenter/students/gettingstarted) to access Career Choices (www.rochester.edu/careercenter/careerchoices). Access Spotlight on Careers (spotlightoncareers.org). After, access Vault.com. If current curiosities and focus inspire, link to Career Cornerstones. The more you read, analyze and prioritize, the better.

Most definitely, using Google or another search engine keyboard in any one word or two- or three-word phrase above; then type “wiki” after, and hit enter to generates a list of Wikipedia references (especially the first two) to review. When reading Wikipedia pages, click on at least two or three hyperlinked bolded words as well as one or two footnote source. Deeper and deeper cyber probing reveals concepts, terminology and enhances your capacities to express, then attain field, function and firm internship and research goals. Do this for each of your key words or phrases from **Field Headlines** and **Function Statements**. Keep reading, analyzing and prioritizing.

Next, return to the search engine and type in anew any one word or two- or three-word phrase above; then type the phrase “Career Fields” and hit enter. This generates links that provide field focused information and, likely, some posting sites targeting your key word expressed goals. Then repeat the process by inserting any one word or two- or three-word phrase and then “Job Functions,” then “Firms.”

As cyber sleuthing and other exploratory efforts continue, including information conversations, email exchanges with potential career role models, networking events and, reviewing of postings and program descriptions, for each field identify:

- **One, two or three entry-level field- and firm-focused job titles.** Note position(s) you could attain with your degree, minimum of 3 field-specific courses taken as an undergraduate, and with requisite internship, research, projects or other evidence of competencies.
- **Three to six field and function specific words.** Reveal awareness of terminology appropriate to particular fields and functions.
- **Three to six field competency factors.** Cite specific tools or techniques required of functioning in entry level or internship roles.
- **Selectivity ratings of field, function and firm.** This one to ten number (ten being most selective and difficult to enter) quantifies supply and demand, as well as issues related to target school recruiting, grade point average, specific major(s), visa and citizenship.
- **Three career role models and three email or in person information conversation questions.** Note persons you have read about or, ideally, met online or in person who serve in desired field and function roles, and with firms you target as well. You can also add brief biographic information about these persons as well. And, note three questions you would like to ask these persons.
- **Three next steps must do checklist.** Cite three actions you can take in the next three days that would allow you to soon express then act upon prioritized top three fields and functions internship and research goals. Conduct exploration, prioritization and goal articulation efforts that soon lead to posting, places, people and program actions to attain clearly prioritized and expressed goals.

As you conduct research, complete the **Field, Function and Firm Identification and Comparison Grid** on the following page (also on www.rochester.edu/careercenter). When done, rank your top three fields and top three functions. And, regularly share progress, priorities and readiness to take action with a Career and Internship Center counselor. While field, function and firm exploration ideally takes place prior to posting, places, people, and program actions; both can be conducted simultaneously. So, whenever you are ready, progress to the **Four P Actions Page** within this packet and on our website. First target your top three fields and top three functions. Or, you can identify one or two fields and as many as six to nine functions.
<table>
<thead>
<tr>
<th>Field One</th>
<th>Function One</th>
<th>Function Two</th>
<th>Function Three</th>
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<tr>
<td>One, two or three entry-level field- and firm-focused job titles.</td>
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<td>Three next steps must do checklist.</td>
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<th>Field Two</th>
<th>Function One</th>
<th>Function Two</th>
<th>Function Three</th>
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<td>One, two or three entry-level field- and firm-focused job titles.</td>
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<th>Field Three</th>
<th>Function One</th>
<th>Function Two</th>
<th>Function Three</th>
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<tbody>
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<td>One, two or three entry-level field- and firm-focused job titles.</td>
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<td>Three to six field and function specific words.</td>
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<th>Top Field One</th>
<th>Top Field Two</th>
<th>Top Field Three</th>
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<th>Top Function One</th>
<th>Top Function Two</th>
<th>Top Function Three</th>
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Four P Actions Page

Stating fields, functions and firm goals, then acting upon postings, places, people, and program targets yield internship, research and shadowing success. Let's now focus on the Four Ps; and maybe a few more. The **Key Words and Phrases Inventory** and **Field, Function and Firm Identification and Comparison Grid** inspire exploration, prioritization and enhanced expression. Using a limited number of targeted expressions you can take strategic Four P related steps.

**Postings, Places and Programs**

Access [CareerLink](http://www.urmc.rochester.edu/research.aspx) to search internship postings and to identify potential internship and research hosts. After completing or updating your profile (very important), start searches using words from your **Key Words and Phrases Inventory** and **Field, Function and Firm Identification and Comparison Grid**. First, use matching or related key words presented in the advanced search window. Then, type in words and phrases, or variations into keyword search box. Also identify **places** (companies) as well as **people** (recruiting contacts) using this tool. Ask a counselor or Peer Career Advisor for assistance and do save interesting postings so you can respond to them soon.

Next, link to the [Nationwide Internship Consortium](http://www.rochestervault.com). This site contains thousands of postings and the consortium of schools that contribute have commonalities including admissions selectivity, student populations, and diversity of student goals. Again, find postings of interest and save those you will soon respond to via targeted resume, cover letter, and other supporting materials.

Then use **Spotlight on Careers** for in-depth internship, job search and graduate school information and resources and related links. Also explore [Vault.com](http://www.urmc.rochester.edu/research.aspx)’s many field, function and firm profiles and company snapshots. Spotlight and Vault resources are perhaps the best field, function and firm oriented research tools that contain posting and places oriented search resources as well as many people.

Access [Internships by Category](http://www.rochestervault.com) a collection of field specific links across all industries, including job boards, professional associations, and more. Return to the CareerLink homepage to access Vault.com for information on field, function and firm as well postings and programs. Then, via the CareerLink homepage access CareerShift. Use keywords to identify internship postings (via “my job” prompts) as well as places (via “my companies” prompts), and, also, persons (via “my contacts”) prompts.

For those seeking on- and near-campus research experiences, specifically at the medical school, hospital or related laboratories access [http://www.urmc.rochester.edu/research.aspx](http://www.urmc.rochester.edu/research.aspx) or conduct a Google, Bing or Yahoo word or phrase search for “TOPIC Research University of Rochester.” This cyber sleuthing will yield names and emails of those involved in research areas of interest. Then, simply send targeted emails and resumes seeking consideration. An adapted version of the note below would do nicely.

After reading your biography on the NAME DEPARTMENT’s website, I now request consideration for a NAME SEMESTER/SUMMER research experience or project. Ideally I would be paid, but my motivation to assist with your investigations of TOPIC and TOPIC, is so strong that I would volunteer; and take actions to earn transcript recognition or credit if required. When you review my resume I hope you determine my background, including A, B, and C, worthy of consideration. Please respond by email to this request and let me know what would be appropriate next steps. Can we meet or speak soon? Thank you.

For other campus based research follow the above directions but insert the name of a school or facility prior. As an example a Google search for “Yale University Cognitive Science Faculty Research” will generate a list of faculty and others to contact.

**Definitely access Google or search engine of your choice** then keyboard in any one, two- or three-word phrase from your **Key Words and Phrases Inventory**; then, after, type the phrase “internships” and hit enter. Next, type in your key words and phrases and after “internship postings” and hit enter. Last, type in your key words and phrases and after “internship programs.” These cyber sleuthing actions will generate links that provide posting sites or actual postings, places and people targeting your key word expressed goals.

**Price, Proximity, Prominence, Priorities and Projects**

While fee based residential programs are excellent, especially for those who wish to intern far from home and require housing and academic credit, **price** should be considered. But, don’t be deterred by sticker shock. Examine these as well as commuter options, apply, and then make decisions once admitted. **Proximity** to target cities improves chances for success. Being “open to anything, anywhere” is not strategically sound. Target where you wish to be geographically as you seek postings, places, people and programs that address your now very clear field, function and firm goals. **Prominence** of individuals is critical when seeking research and other experiences. Contact individuals prominent in specific academic fields and seek consideration via emails and follow up calls. Don’t forget and often suggest the idea of doing research projects remotely. Definitely, set and express **priorities**. Act most urgently on fields, functions and firms that rank higher. Today, it might be best to speak of “internships” as **project** focused options; diminishing issues related to paid or unpaid, credit, and related matters. Simply request “are there any projects I can do for you over the next few weeks or months?” It is effective!

Continue to follow the [Freshman through Junior Ten Steps to Success](http://www.rocheser.edu/careercenter) on pages that follow and on the center’s website. Definitely create targeted resume(s), cover note(s) and letter(s); and respond to actual postings. Then progress to creating a target list of places and networking with people (alumni, parents, faculty and others) regarding internship, research, shadowing and project focused options.