

GS 300: LA Influentials
SPRING 2012
www.cla.purdue.edu/alumni/g300

Time and Location: Friday, 11:30 a.m.-12:20 a.m., Beering Hall, room 2290

Course Instructor: Irwin Weiser, *Justin S. Morrill Dean of Liberal Arts*, iweiser@purdue.edu

Teaching Assistant: Cris Elder, lainfluentials@purdue.edu (preferred) or clelder@purdue.edu
 Office: HEAV 327D; Office hours: Fridays, 1:30-2:30 p.m.

Speaker Coordinator*: Chris Sharp (CLA '97), Director of Alumni Relations and Special Events,
lainfluentials@purdue.edu (preferred) or ctsharp@purdue.edu

**Chris schedules all coffees/lunches with speakers and speaker schedules*

Course Description: As a lecture/discussion course, Liberal Arts Influentials features speakers from a diverse range of Liberal Arts majors and introduces students to the myriad career opportunities available to liberal arts graduates. Speakers represent careers in the arts, media, industry, politics, and more. Students are encouraged to initiate dialogue with working professionals.

Student Learning Outcomes: Upon completion of GS 300, students will be better prepared to identify how the liberal arts influence and contribute to society, globalization, and world issues and how the liberal arts prepare students for meaningful and satisfying careers. Students will develop a better understanding of how these influences and contributions can be applied to their professional and personal development. In addition, students will network with key Liberal Arts alumni.

Emergency Preparedness: In the event of a major campus emergency, course requirements, deadlines and grading percentages are subject to changes that may be necessitated by a revised semester calendar or other circumstances beyond the instructor's control. For information about changes in this course please contact, Cris Elder, lainfluentials@purdue.edu or clelder@purdue.edu.

Grading Scale:

97-100	A+	87-90	B+	77-80	C+	67-70	D+	1-60	F
94-96	A	84-96	B	74-76	C	64-66	D		
91-93	A-	81-83	B-	71-73	C-	61-63	D-		

Grade Breakdown (see below for specifics):

Reflection Questions	50%
Attendance	30%
Participation	20%
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Total	100%

Reflection Questions (50%):

Each student is required to submit responses to the reflection questions below five times during the semester. After the alumnus/a's presentation (your choice of five of the 13 alumni speakers starting with Michael Schiferl), write brief responses to *any four* of the five questions below. These responses are meant to help you articulate what you learned from the speaker and how you can use what you learned in your own studies and careers. **Each set of responses is worth 10 points.**

Responses to the reflection questions are **due by midnight the Tuesday after the alumnus/a's lecture in class.** Three of the five responses must be submitted by Tuesday, March 6th. You will receive a zero for each of the first three reflections not turned in by this date. The final two responses must be submitted by Tuesday, April 24th. **Responses are to be e-mailed to Cris Elder at lainfluentials@purdue.edu.** In the subject line of your email, please indicate the speaker's name for which you are writing the reflection. In the body of your email, be sure to specify what you are submitting (for example: "Dear Cris, I am attaching my reflection for Andrew Maner. Thanks, *Your Name*" No handwritten questions or questions turned in during class will be accepted.

****Include your name, speaker's name, and date of speaker's presentation on your paper. Save your reflection as a Word document as follows: *YourLastName_Speaker'sLastName_#of Reflection (e.g., Elder_Maner_1)*. Send your reflection to lainfluentials@purdue.edu as an attachment in the email. Reflections not correctly named and saved as a Word document will be returned ungraded.**

Use these same questions for each speaker. Please be sure that you indicate which questions you're responding to, either by including the question number or in the language of your response (for example, "The most useful piece of advice I heard from Andrew Maner was . . .").

Reflection questions (Choose four for each response.)

1. Did the alumnus/a inspire you? Why or why not?
2. What was the most useful piece of advice from the alumnus/a for you?
3. What information from the alumnus/a surprised you most?
4. How do you see yourself using the alumnus/a's insights in your own path toward a career?
5. After hearing the presentation, if you could ask the speaker a follow-up question, what would you ask and why would you ask it?

Each submitted response will be evaluated on a scale of 0-10 points:

9-10 points

- Four questions are answered.
- Four responses are thoroughly and thoughtfully developed.
- Responses show that the student was present in class and paid attention to the speaker.
- Responses are supported by examples/anecdotes from the speaker's lecture.
- Responses demonstrate that the student learned something from the speaker.

7-8 points

- Four questions are answered, some more thoroughly or thoughtfully than others.
- Some responses need further development and are not supported by examples/anecdotes from the speaker's lecture.
- Responses demonstrate that the student learned something from the speaker.

5-6 points

- Four questions are answered but are generic and need to be more fully developed.
- Responses are not supported by examples/anecdotes from the speaker's lecture.
- Responses may or may not demonstrate that the student learn something from the speaker.

4-5 points

- Questions are answered and are generic.
- A majority of the responses need to be further developed.

1-3 points

- Fewer than four questions are answered.
- Responses are incomplete.

0 points

- No questions are answered/turned in by deadline.

If you miss a class, you cannot submit responses to the reflection questions for that speaker.

Attendance (30%)

Attendance sheets will be at each entrance of BRNG 2290 for students to sign beginning at 11:20 a.m. Attendance sheets will be collected at 11:35 a.m. (prior to the introduction of the speaker). Late attendance will not be taken, and you will be considered absent if you have not signed in. Class starts promptly at 11:35 a.m. Out of respect for our speaker, please be in your seats and attentive by 11:35 a.m.

At the end of the semester, *one* attendance grade will be dropped.

Name Tents: You will receive a name tent that is to be placed on the desk in front of you each week. This allows the speakers to ask you questions and refer to you by name when answering your questions. Please do not lose these name tents and have them out for each class, coffee, and lunch.

Participation (20%)

There are numerous ways to participate in this class. It is strongly recommended that students research the alumni speakers and ask questions during and after the presentation, introduce themselves before/after class to the speaker, and ask the speaker for a business card. Here are some questions you may consider asking the speaker (feel free to ask your own; these are just suggestions):

- How do you define success?
- What was your biggest challenge and how did you overcome it?
- What classes or student activities do you feel had the biggest impact on you?
- What do you enjoy doing in your free time?
- What was your first job out of college and how did you get it?

Speaker bios can be found on the *GS 300: LA Influentials* web site – www.cla.purdue.edu/alumni/g300.

When grading, we will take into account those students who ask thoughtful questions and obviously researched the speaker.

We also encourage you to join the CLA LinkedIn group - <http://www.linkedin.com/groups?gid=1793727>. Connect with alumni (including those who have spoken in this class) and explore potential job/internship opportunities.

Students are **required** to attend any two of the participation opportunities listed below.

1. Coffees or Lunches with alumni speaker(s):

A maximum of twelve students per coffee and eight students per lunch (unless otherwise indicated) will be allowed. The coffee/lunch registration form is due to Chris Sharp (lainfluentials@purdue.edu) by **noon on Monday, January 16th**. On this form, you will list your top three preferences and whether you are able to participate in coffee, lunch, or either. We do our best to schedule your top two, but cannot guarantee. You will receive an e-mail confirmation by Wednesday, January 18th. The Wednesday prior to each class, those registered for coffee/lunch with that speaker will be emailed a reminder. If you do not receive an email, you are not registered for that speaker.

- Coffee (free) with speaker (Friday, 10:30-11:15 a.m.) in BRNG 1284, unless otherwise indicated
- Lunch (free) with speaker (Friday, 12:30-1:30 p.m.) in the Vision 21 Room (BRNG 7150), unless otherwise indicated.

2. CLA Alumni and Career Development Events: (A class sign-in sheet will be at the event registration table or other predetermined location).

a. February 24-25: COM Day 2012 sponsored by the Public Relations Student Society of American. Visit pucomday.tumblr.com for details.

b. February 28-March 2: Liberal Arts Career Week – One of more event(s) during *Liberal Arts Career Week (9 to 5 Know How)* sponsored by the Liberal Arts Career Development Office. Visit http://www.cla.purdue.edu/students/careers/lacd_events/career_week/ for details

**Other opportunities may become available throughout the semester. Watch for email announcements.*

Class Etiquette: GS 300 requires students to attend class dressed appropriately. As a courtesy to the speaker and to receive attendance points, arrive on time (no later than 11:35 a.m.). All cell phones in the locked and off position, please! Drinks are permitted, but no food.

Schedule/Speakers: Visit www.cla.purdue.edu/alumni/g300 for biographies and presentation titles of returning alumni speakers. Use the information found here to identify other websites about each speaker. Please check the website frequently for updates and changes.

Please note that due to schedule conflicts, sometimes speakers will have to cancel their return to campus. If this happens, we will do our best to schedule another alumnus/a and notify you of the change as soon as possible. If you are registered to have coffee/lunch with a speaker who cancels, we will work with you to reschedule.

Spring 2012 Speakers:

January 13 – Class overview with **Irwin Weiser**, *Justin S. Morrill Dean of Liberal Arts* and networking seminar with **Anthony P. Cawdron**, MHCIMA, *Event Coordinator/House Manager, Westwood, and Adjunct Faculty Member, HTM*

January 20 – Michael Schiferl (BA 1989, Communication), Executive Vice President, Director of Media Relations, Weber Shandwick Worldwide

January 27 – Andrew Maner (BA 1991, Communication/Political Science), Vice President/Partner, Strategy and Growth Leader, IBM's Global Business Services Public Sector Practice

February 3 – Kevin Mayer (BA 1991, Communication), Director of Advertising and Promotions, General Motors

February 10 – Vice Admiral Carol Pottenger (BA 1977, History; HDR 2007, Liberal Arts), Deputy Chief of Staff for Capability Development, U.S. Navy

February 17 – Adam Bain (BA 1983, Political Science), Trial Attorney, Environmental Torts-Dept. of Justice

February 24 – Sue McNab (BA 1971, Sociology), Vice President/Chief Human Resources Officer, PEMCO Insurance

March 2 – Nancy Ahlrichs (BA 1974, Anthropology; MS 1976, Liberal Arts), Vice President of Talent Management and Diversity, United Way of Central Indiana

March 9 – Jeff Bodzewski (BA 1998, Communication; MBA 2009, Indiana University), Director of Social Marketing, Aspen Marketing Services

March 23 – Jeff Warren (BA 1978, History), Owner/Partner, Eaglestone Investment Partners

March 30 – Susan Brock Williams (BA 1990, Political Science), Legislative Initiative Director, Purdue University

April 6 – Jeffrey Rappin (BA 1963, English; JD 1966, University of Chicago), President/CEO, Evergreen Real Estate Services, LLC

April 13 – Recipients of the 2012 CLA Distinguished Alumni Award (to be named)

April 20 – Stephanie Patrick (BA 1974, Communication/Journalism), Global Food and Agriculture Consultant, Self Employed

April 27 – Review class