

# PR or Science Communication - Personal Learning Plan

*\*\*The Learning Plan is intended to be completed between the student and supervisor. The Co-op & WIL Team recommends formulating 4-6 goals (focus on quality rather than quantity). Consider SMART goals – Specific, Measurable, Action-oriented, Realistic, Timely. Research shows that the more specific you are in formulating goals, the more likely you are to achieve them. The Personal Learning Plan is intended to be updated and revised as you progress through your work term. Co-op & WIL staff understand that priorities shift and new projects may come up, therefore it is important to revisit your plan on an ongoing basis. The Learning Plan is also a great tool to refer back to when you are back on-campus and updating your resume.*

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|  |  |  |  | **These columns are completed by the co-op supervisor  at the end of the work term** | |
| Learning Goal  I want to learn… | Strategy  I will learn by… | Evidence of Success  I will know I am successful when… (provide specific work examples) | Target Date | Evaluation of Objective  (Exceeded Expectations,  Met Expectations or  Did Not Meet Expectations) | Supervisor’s Comments |
| Website development, evaluation, research and updating. | * Working on the re-development of the HRM Municipal Operations pages – complete with research, layout ideas, software training, graphic designer and employee/client consultation | * The website improvements are complete and meet the original goals and expectations determined for the project. Additionally, after well thought out research has been conducted, client/ supervisor are pleased with results | End of term |  |  |
| Create content aimed at different audiences | * Writing blog posts, profile pieces, news releases, speaking notes, corporate brochures, mass emails, etc as needed | * I am able to quickly write quality content, with few edits required, for a variety of audiences (ie. investor, government, public) | Ongoing |  |  |
| Develop and follow through with a production schedule. | * Using strategies learned in class work to further develop skills in creating a full production schedule working back from event date (ex. for HRM Bike Week, HRM Employee Self-Identification Survey) while receiving direction from my supervisor | * I have created a full production schedule and am able to follow and use it as a guide to ensure every aspect is done in a timely manner | July 13 |  |  |
| Learn to develop and create logical and structured web-content. | * Meeting re: strategy behind web toolkits, other related work * Creation of toolkit for Young Emerging Talent yet (YET) campaign * Assisting with ‘clean-up’ for GHP website | * I have created a useable web toolkit for the YET project * I am able to articulate why a layout does/does not work from a structure standpoint | End of term |  |  |
| Effectively manage, plan and execute project-based work. | * Assist and develop ideas/angles for SmartCity web show * Assist in the production/execution of SmartCity web show | * I have successfully helped plan and produce 8 episodes of the web show * Received positive feedback as to my planning abilities | August 12 |  |  |
| Successfully engage audiences using social media | * Writing, editing and implementing social media campaigns for Facebook and Twitter | * To increase the number of followers on Twitter from 79 to 100 or more. A greater number of people reached and talking about us on Facebook and increase the number of ‘likes’ for 90-110 | End of Term |  |  |
| I want to learn how to create and maintain internal Wiki pages as a collaborative tool | * Taking a beginners course on ‘Collaborating with GCPedia’ and then taking what I learned from the course and applying it to GCPedia. Taking the time to learn each tool this is in GCPedia. I will practice editing on ‘Sandbox’ which is an area of GCPedia where you can edit and practice your skills | * I am able to create, build, and maintain the Nova Scotia Federal Council GCPedia page, the Workforce Management page, the federal presence page and the Annual Report Page | August 24 |  |  |
| I want to update the Nova Scotia Federal Council website, both in French and English, with ease | * I will be able to do this by adding new events, creating event registration on the NSFC website, updating their French and English content such as council members and adding pages that are necessary to an efficient web page | * I will be able to attend an event that was successfully registered and created on the NSFC webpage. The traffic to the webpage will increase by 15% by the end of my term | End of Term |  |  |

Student’s Name: Supervisor’s Name: Date: p