



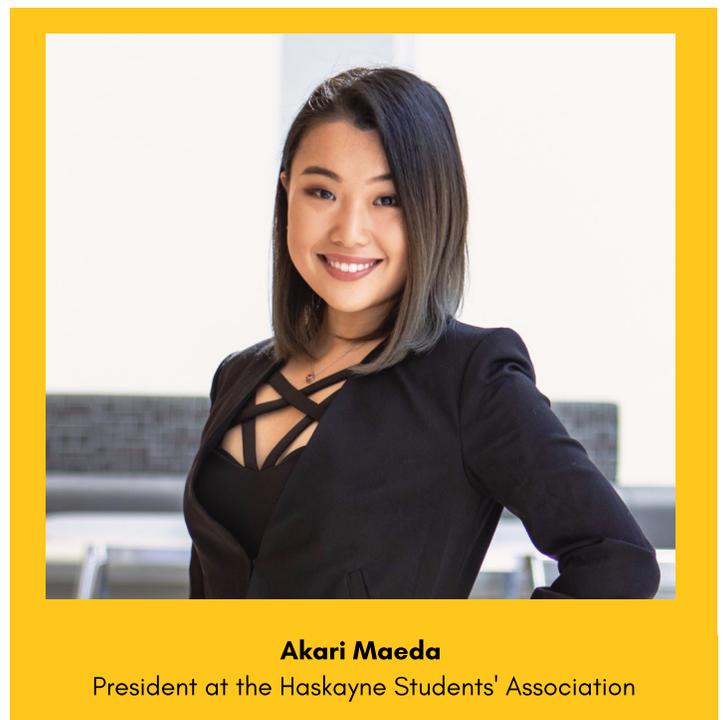
## HASKAYNE STUDENTS' ASSOCIATION MONTHLY NEWSLETTER

### NEW YEAR & NEW SEMESTER

Hey Haskayne! Welcome to a new year and new semester. The Haskayne Students' Association is the official governing body of the Haskayne School of Business. This year, we want to better engage with the Haskayne community and keep students updated on the latest events and opportunities, and what better way to do that than with a monthly newsletter? For the month of January, we'll be diving into the career opportunities a new year presents, and helping students achieve their goals and explore the resources available to them.

### Welcome Haskayne

Happy New Year! As president of the Haskayne Students' Association, I am excited to see what the new year brings to all of us. New semesters can be overwhelming sometimes, but I hope our newsletter can help you through it with advice and tips from the student leaders. HSA will be hosting plenty of fun and engaging events this year, and I look forward to seeing you all there. Wishing you success, health, and happiness in 2021!



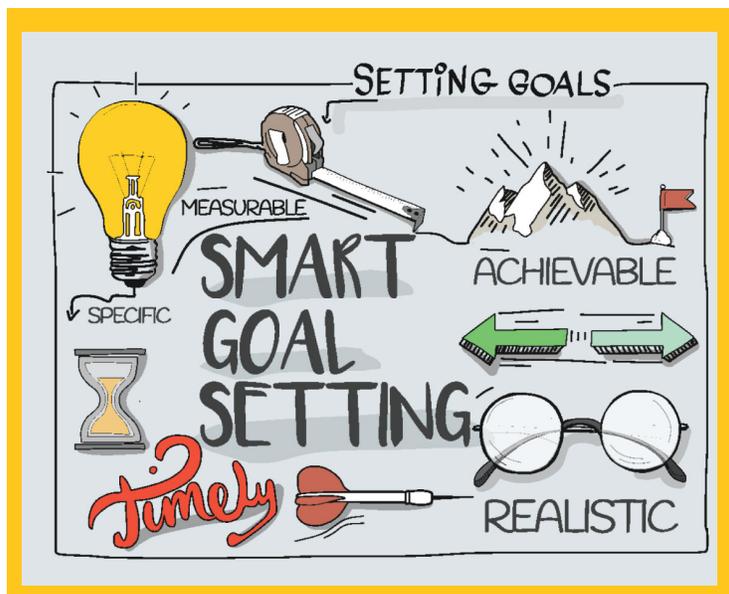
**Akari Maeda**

President at the Haskayne Students' Association

# •S.M.A.R.T GOAL SETTING•

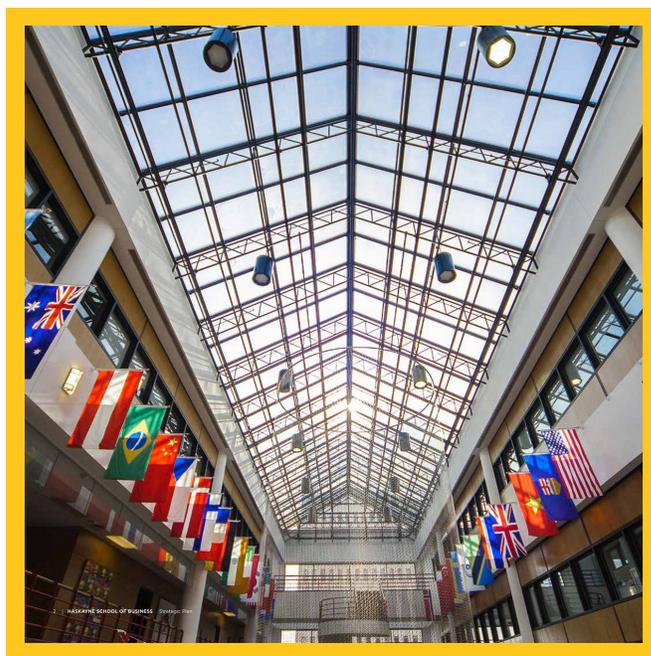
HSA

## Confused about how to set your goals?



Think of setting your career goals as you would any other new year resolutions. Looking back on the last year, what are some areas you want to improve in, or a field you want to explore? Whether you're an undergraduate student looking for an internship in the coming summer months, simply wish to enhance your interview and resume skills, or your career aspirations lay further ahead with graduation, using the S.M.A.R.T. goal-setting technique is a great way to keep yourself focused and on track. Here are a few key steps to follow to ensure your goals are practical and actionable.

- Set **Specific** goals: What do you plan to achieve? Why is this goal important?
  - Eg: "I will attend a career fair in order to connect with potential employers and scope out job opportunities in the career field I am interested in" or "I will apply to the Haskayne Co-op program to expand my range of job opportunities"
- Ensure your goals are **Measurable**: What metrics will you use to measure your progress?
  - Eg: "I will submit my resume and cover letter to 3 companies I am interested in applying for this week" or "In order to enhance my networking skills and broaden my network, I will attend one virtual event per month"
- Your goals should be **Attainable** and **Realistic**: Think about what's currently in reach for you and what work needs to be put in to achieve it.
  - Eg: "To improve my qualifications, I will join this club which will help me develop necessary skills" or "To learn more about a career field I am drawn towards, I will attend an informational session hosted by a professional in that field"
- Set your goals in a **Time-specific** manner: It is important to maintain consistency between your career goals and your current academic schedule and extracurricular responsibilities.
  - Eg: "A couple of hours a week will be devoted to brushing up on my interview skills through practicing on an online video interview website"



In this modern world, we are always looking for ways to do something exclusive that discriminates us from other individuals. Whether it is personal or professional, goal setting is imperative to reach the pinnacle of success.

### More resources:

[Corporate Finance Institute- SMART Goal Setting.](#)  
[Skill Building- For Goal Setting \(Courses\)](#)

We hope you've enjoyed your read so far, and we appreciate you sticking with us! Feeling a little inspired and want to get started on your goal-setting right away? We recommend checking out the Haskayne Resource Map found on the HSA website, a document created by students for students, where you'll find student tips and links to career resources provided by the Haskayne Career Development Centre. The University of Calgary provides plenty of opportunities for students to develop their careers; if you're looking to get started on the job search and meet and network with potential employers, feel free to register for the Winter Virtual Career Fair hosted by the University of Calgary on the 28th.

## Want to advance your career ?

### Haskayne Career Development Centre

It helps students to choose the right career path and to connect students with employers. More information about the variety of resources they provide can be found [here](#).



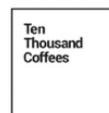
### Haskayne Co-op Program

Let's be honest! It's almost impossible to get a job after your graduation without work experience. This is where the Haskayne Co-op program comes in. The Haskayne Co-op program allows students to implement their academic learning in real life work and gain work experience. You can learn more about the Haskayne Co-op program [here](#).

### Haskayne Networking Cafe

The Haskayne School of Business and Ten Thousand Coffees have partnered to make introductions between students and industry for career-driven conversations easy in the Haskayne Networking Café community. Here is how it works-

- **Create your profile-**
  - Choose your interests and goals so we can introduce you to someone similar.
- **Get your first introduction-**
  - You will be sent a profile of someone who can help you with your goals and help you get the conversation started with suggested talking points
- **Meet for coffee (virtually)-**
  - Meet for a video chat or a phone call. It's up to you! Ask questions, share your experience, and give advice.



Supported by:



**Future Launch**

**\*For more information & registration [click here](#).**

**Stay tuned for our upcoming February newsletter, where we delve into midterm season! Signup here for our monthly newsletter and share with your Haskayne friends.**

HSA VP MARKETING  
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