



PROFESSIONAL PROFILE INDIVIDUAL PROJECT

DEADLINE: March 21, 2025
SUBMIT BY 5:00PM

Developing a professional profile can immensely help in your journey as an individual. A professional profile allows anyone (including employers, potential investors, or even peers) to find information about you and your achievements online. It is equally important to make personal connections through informational interviews and college or career development webinars.

ACTIVITY

DESCRIPTION

ACTIVITY #1: Informational Interview

Participate in an informational interview by meeting a businessperson at their work site and learning about their job and responsibilities. Make sure that you thank your host for his/her time and give him/her a thank-you card. This activity may be done virtually OR in person.

Ask the following questions and add three of your own:

- What do you like about your job?
- What do you not like about it?
- Can you describe a typical day at work?
- What is the hardest part about your job?
- What are the advancement/growth opportunities?
- What skills are the most important in your job?
- What is something that most people don't know about this career?

Requirements for submission:

- A 300-word summary of what you learned from the job shadow experience
- Submit your questions and notes from the interview

ACTIVITY**DESCRIPTION****ACTIVITY #2:**

LinkedIn
Account

- A photo of you and the business professional or a screenshot of the online meeting
- A link to their LinkedIn account OR a link to their business website
- A copy of a thank you card or email that you sent after the shadowing

Create a LinkedIn account or update your current profile. Add five connections to your profile, post an update about an FBLA event, and **join the CAFBLA group**.

Requirements for submission:

- Write a 100-word reflection on the importance of networking, with an emphasis on social media and LinkedIn
- A screenshot of your LinkedIn profile showing your 5 connections
- A screenshot of your LinkedIn FBLA update
- A link to your LinkedIn profile

ACTIVITY #3:

College and
Career
Development

Attend a college or career development event. (Examples include career fairs, college info-nights, of CAFBLA hosted alumni/business professional webinars.)

Requirements for submission:

- Write a 200-word reflection on what you gained from attending the webinar, and discuss one college or career presentation that interested you. Explain why.
- A photo or screenshot from the event.