

	Activity Name (copy directly from the Matrix) <i>Ex: Membership in a WWU Student Club (AS or Approved)</i>	Description (how will you complete this? When will you complete this?) <i>Ex: I will complete this by being in the Student Economics Association my Junior Year</i>	Points (copy directly from the Matrix) <i>Ex: 1 pt</i>
Category 1: Ethics and Professionalism	Submitting a scholarship application	Submitted multiple scholar ship applications throughout and before college.	1
	Membership in a WWU Student Club (AS or Approved)	Student Marketing Association, Was a previously an active member of the Snowsports club and the hiking club.	3
	Other qualifying volunteer service	Summer though volunteer work through Whittier Elementary School (summer 2025). Totaling over 100 hours since started.	3
	Marketing Career Launch Attended and planned		3
	Finance Career Launch Attended and planned		3
	Total Points for Category 1 --->		13

Category 2: Accessibility, Equity, Inclusion, Diversity	Attending an approved WWU speaker or training related to EDI	Attended multiple guest speaker events related to my major.	1
	Attending an approved student club event related to EDI	Attended out in business club meetings.	1
	Participation in a CBE EDI Volunteer Program	Speaker at Latin American Forum and attended panel	3

	Comms 225 Diversity and Controversy		3
	Total Points for Category 2 --->		8
Category 3: Professional Communication	Participating in an approved WWU networking event	Attend a marketing and hosted marketing program networking night every other week. For 3 quarters.	3
	Organizing a workshop or event that involves professionals, alumni, and/or career readiness (e.g. WISC)	Publish an email newsletter every other week sent out to WWU marketing students and alumni to better connect them to the program. (The Marketing Compass Newsletter)	5

	Taking a class in student's program that emphasizes professional communication	Taken communications classes such as public speaking and diversity and equity communications class.	3
	Case Comp Checkers and Rallys		3
	Planned and Hosted AI Pannel		5
	Total Points for Category 3 --->		19
Category 4: Career Preparation	Attending an Approved Student Club Event related to Career Preparation	Currently I attend SMA every Wednesday.	1
	Internships between 20-40 hours/week count as 3 point per quarter	Internship with outdoor Prolink. (1 quarter over 20 hours week 1 quarter under 20 hours a week)	4
	Working in a job for 200 + hours/quarter counts as 3 points	Work at target full time over summer quarter	3
	Attending a CBE Professional Readiness Event related to Career Preparation	Attended 2 career fairs and a resume workshop.	1
	Having an active LinkedIn account	Regularly post on my LinkedIn account with over 730 followers.	1

	Signing up for Handshake on the WWU Career Services Website	Have an active Handshake account.	1
	Attending an approved WWU Career Services Event	Attended LinkedIn photo appointment.	1
	Total Points for Category 4 --->		12
Total Points Across all Categories (must be 25 or greater) ----->			52

Appendix: Matrix of Professional and Career Readiness Activities

	Category 1: Ethics and Professionalism	Category 2: Accessibility, Equity, Inclusion, Diversity	Category 3: Professional Communication	Category 4: Career Preparation
1 pt	- Attending an Approved Student Club Event related to Ethics and Professionalism - Attending a CBE Speaker event focusing on Ethics, Professionalism, or Social Responsibility	- Attending an Approved Student Club Event related to EDI - Attending a CBE Speaker event focusing on EDI • Attending a Professional Readiness Event	- Attending an Approved Student Club Event related to Professional Communication - Attending an approved WWU speaker, training, or workshop related to Professional Communication - Participating in an approved WWU networking event	- Attending an Approved Student Club Event related to Career Preparation • Attending a CBE Professional Readiness Event related to Career Preparation - Working in a job for 100200 hours/quarter counts as 1 point

	• Attending a Professional Readiness Event related to Ethics and Professionalism • Attending an approved WWU speaker or training related to Ethics • Submitting a scholarship application • Membership in a WWU Student Club (AS or Approved)	• related to EDI topics • Attending an approved WWU speaker or training related to EDI • Attending an Event related to EDI • Attending an event sponsored by the WWU Ethnic Student Center	• Participating in a Mentor Program (including a Virtual Mentor Program) • Attending a BAP event (Meet the Professionals, Spring Banquet)	• Internships between 8-20 hours/week count as 1 point per quarter • Attending an approved WWU speaker or training related to Career Preparation • Attending an approved WWU Career Services Event • Signing up for Handshake on the WWU Career Services Website • Having an active LinkedIn account • Attending a Bellingham Technology Alliance Group Meeting • Shadowing Programs
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3 pt	• Participation in CBE Volunteer Programs (e.g. VITA) • Participation in a Practicum as part of a course • Participation in a Service Learning Project in a course • Serving on an approved	• Participation in a CBE EDI Volunteer program • Participating in an approved nonWWU EDI training program • Taking a course related to EDI (e.g. MGMT 481)	• Competing in Case Competitions (e.g. Boeing, Marketing Case Competition,) • Finalist at a Case Competition (e.g. Boeing, Marketing) • Participating in an approved non-WWU professional communication program • Taking a CBE class focused on Professional	• Attending a Career Services Job or Internship Fair • Participating in an approved non-WWU career preparation program or job fair • Working in a job for 200+ hours/quarter counts as 3 points • Internships between 20-40 hours/week count as 3 points per quarter
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	Community Board of Directors Other • qualifying volunteer service • Attending Agency Tours through Marketing		Communication (e.g. MGMT 319) Taking a class in student's program that emphasizes professional communication • Taking an approved COMM class • Competing in Pacific NW Career Development Competition	
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5 pt	• Serving on the WWU AS Board of Directors or Student Senate • Serving as an officer of an approved CBE or WWU student club • Club Officer of approved non-AS organization (BAP)	• Taking an approved INTL course or CBE x37 course • Serving as an officer of an AS or approved organization that focuses on EDI topics • Study Abroad of any kind • Attending a workshop or conference in student's program on EDI	• Organizing a workshop or event that involves professionals, alumni, and/or career readiness (e.g. WISC) • Competing in International Career Development Conference	• Internships at 40+ hours/week count as 5 points per quarter
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