

MODULE I. PROJECT TYPES.	UNIT 1. Career and graduate applications	2. Cover Letter
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While the resume is a somewhat generic advertisement for yourself, the cover letter allows you to tailor your application to each specific job. Although the thrust of your various letters may remain the same, there is really no reason to have a single, generic cover letter.

The cover letter is usually one page long. It indicates your interest in a particular company or position, summarizes the most important aspects of your education and experience, and lets the employer know where and when you can be contacted for an interview.

Specific Points about the Cover Letter

1. Write a cover letter for each application unless the advert tells you not to. The letter makes a first impression, and it can direct the reader to notice key points of the résumé.
2. Tailor your cover letter for the specific situation.
3. Use standard letter format, with internal addresses (spell names correctly!) and salutations. Use specific names or at least position titles whenever possible (call the company or check its Website). Avoid the dated "Dear Sir and Madam." "To whom it may concern" is weak.
4. Most cover letters for entry-level jobs are **one page in length** – a substantial page rather than a skimpy one.
5. Start strong and clear. For an advertised position, name the job and say where you saw the ad. For a speculative letter, name a specific function you can offer and relate it to something you know about the organization.
6. Use paragraph structure to lead your reader from one interpretive point to another. Refer to specific information in terms of examples for the points you're making, and mention that your résumé gives further evidence.
7. End strongly by requesting an interview. **It is now standard to say that you will call soon to set a time.** Phrases like "thank you for your time" are unnecessary.

Overview

Effective cover letters are constructed with close attention to

- Purpose
- Audience
- Content
- Format

Purpose

Your cover letter and résumé usually provide all the information which a prospective employer will use to decide whether or not you will reach the next phase in the application process: the interview.

While your goal is an interview and, ultimately, a job offer, the more immediate purpose of your cover letter in some cases may simply be to gain an attentive audience for your résumé.

Audience

A cover letter provides, in a very real sense, an opportunity to let your prospective employer hear your voice. It reflects your personality, your attention to detail, your communication skills, your enthusiasm, your intellect, and your specific interest in the company to which you are sending the letter.

Therefore, cover letters should be tailored to each specific company you are applying to. You should conduct enough research to know the interests, needs, values, and goals of each company, and your letters should reflect that knowledge.

Content

A cover letter should be addressed to the specific company and the specific individual who will process your application. You can usually find this through research or simply by calling the company to find out who you should address your letter to.

The letter should name the position for which you are applying and also make specific references to the company. Indicate your knowledge of and interest in the work the company is currently doing, and your qualification for the position. You want the reader to know:

- Why do you want to work at that specific company?
- Why do you fit with that company?
- How do you qualify for the position to which you applying?

In addition to tailoring your application to a specific job with a specific company, the cover letter should also

- highlight the most important and relevant accomplishments, skills, and experience listed in your résumé
- point to the résumé in some way (“as detailed in the enclosed résumé”)
- request specific follow up, such as an interview.

Format

A cover letter should be in paragraph form (save bulleted lists for your resume) with a conversational, though formal, tone.

The first paragraph should be brief, perhaps two or three sentences, stating

- what job you are applying for and how you learned about it
- any personal contacts you have in or with the company
- your general qualifications for the job.

The body of your letter should consist of one to three longer paragraphs in which you expand upon your qualifications for the position. Pick out the most relevant qualifications listed in your

résumé and discuss them in detail, demonstrating how your background and experience qualify you for the job. Be as specific as possible, and refer the reader to your résumé for additional details.

The concluding paragraph of your letter should request an interview (or some other response, as appropriate). State where and when you can be reached, and express your willingness to come to an interview or supply further information.

Task 1. Answer the questions.

1. What is a cover letter? What is its primary goal?
2. What parts is a cover letter normally made up of?
3. What size is a cover letter?
4. Who is a cover letter addressed to? What salutations are considered appropriate in it?
5. Does the content of a cover letter depend on a specific job you are applying for or should it be rather generic?

Task 2. Study the sample cover letters below and determine if they meet all the requirements above.

Example: Cover Letter 1

34 Second Street
Troy, New York 12180
October 4, 2001

Ms. Gail Roberts
Recruiting Coordinator
Department DRR 1201
Database Corporation
Princeton, New Jersey 05876

Dear Ms. Roberts:

Your advertisement for software engineers in the January issue of the IEEE Spectrum caught my attention. I was drawn to the ad by my strong interest in both software design and Database.

I have worked with a CALMA system in developing VLSI circuits, and I also have substantial experience in the design of interactive CAD software. Because of this experience, I can make a direct and immediate contribution to your department. I have enclosed a copy of my résumé, which details my qualifications and suggests how I might be of service to Database.

I would like very much to meet with you to discuss your open positions for software engineers. If you wish to arrange an interview, please contact me at the above address or by telephone at (518) 271-9999.

Thank you for your time and consideration.

Sincerely yours,
Joseph Smith

Example: Cover Letter 2

1234 15th Street
Troy, New York 12180
January 30, 2002

Mr. John M. Curtis
Recruiting Coordinator
HAL Corporation
55 Washington Avenue
New York, New York 10081

Dear Mr. Curtis:

As an experienced computer programmer who is presently pursuing a master's degree in electrical engineering at Rensselaer Polytechnic Institute, I am writing to request information about possible summer employment opportunities with HAL. I am interested in a position that will allow me to combine the talents I have developed in both computer programming and electrical engineering. However, as you can see from the attached résumé, I have extensive experience in many related fields, and I always enjoy new challenges.

I feel that it is important for me to maintain a practical, real-world perspective while developing my academic abilities. I am proud of the fact that I have financed my entire education through scholarships and summer jobs related to my field of study. This work experience has enhanced my appreciation for the education I am pursuing. I find that I learn as much from my summer jobs as I do from my academic studies. For example, during the summer of 1986, while working for IBM in Boca Raton, Florida, I gained a great deal of practical experience in the field of electronic circuit logic and driver design. When I returned to school in the fall and took Computer Hardware Design, I found that my experience with IBM had thoroughly prepared me for the subject.

Having said all this, I realize that your first consideration in hiring an applicant must not be the potential educational experience HAL can provide, but the skills and services the applicant has to offer. I hope the experience and education described in my résumé suggest how I might be of service to HAL.

I welcome the opportunity to discuss with you how I might best assist HAL in fulfilling its present corporate needs. I will be available for employment from May 14 through August 31, 2002. Please let me know what summer employment opportunities are available at HAL for someone with my education, experience, and interests. You can reach me at the above address or by phone at (518) 271-0000.

Thank you for your consideration.

Sincerely yours,

Joan Doe

Lesson 4.2

- 11** Choose one of the job advertisements below and write your covering letter.

FASHION DESIGNER WANTED:

We are looking for a graphic designer with a background in the fashion trade. You should have relevant experience and be up-to-date with fashion trends. Strong hand illustration as well as computer design is essential.

Please submit a copy of your CV with relevant samples of work.

TEACHING ASSISTANT, BAHAMAS

Primary school is looking for a teaching assistant to start ASAP. The school is a short walk from the beach. No formal qualifications are necessary; however, a genuine love for the job is required.

Please forward CVs or contact me for further information.

TRAVEL WRITER REQUIRED.

Travel writer wanted to join our small team. The successful applicant will travel around the world, staying in luxury hotels, and dining in fine restaurants. He/She will need to send a weekly update, including a short review. No previous experience required, but good communication skills and a love of travel essential.