

# ENGINEERING 23

## Finding an Industry Internship Seminar

**William Herrera, M.Ed.**  
**Director of Undergraduate Internship Program**

October 19, 2021  
Week 4: Content Slides

# Week 4 Agenda

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## Content Videos

1. **Build Your LinkedIn Branding (40 min)**
2. **Introduction to Networking Events (25 min)**

## Class Activities

1. **Review Tailored Resumes**
2. **Score Sample Cover Letters**
3. **Preview HW Assignments**

# Introduction to Networking Events

# Why Attend Networking Events?

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**Networking is just as important as getting good grades**

**Networking will open up so many doors for you, making it easier to secure a job**

**You will meet experienced professionals who will potentially be looking to hire new employees, or they will know someone who is hiring.**

**“IT’S NOT WHAT YOU KNOW, IT’S WHO YOU KNOW”  
(PARTIALLY CORRECT)**

# A frequent scenario...

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**Imagine this situation...**

**You apply for your dream job, but find out there are ten other applicants. Everyone who applied has relatively close GPA's and equivalent work experience.**

**Here's the difference – you know the hiring manager (or you were referred by a colleague who knows you). You met them at a networking event, and you made a great first impression.**

**Guess who gets the interview..... And then the job?**

**YOU DO!!!**

# Where to Find Networking Events?

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**UCLA Alumni  
Association**

**UCLA  
Handshake**

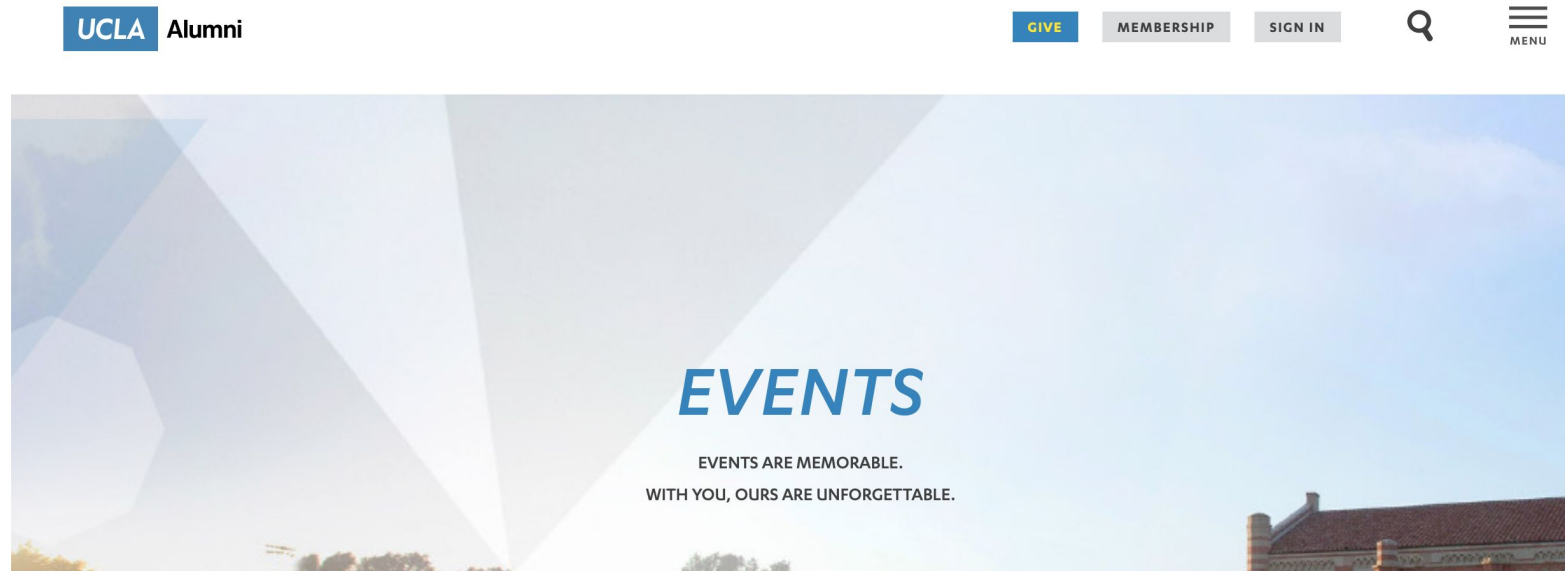
**Student  
Organizations**

# UCLA Alumni Association

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Visit: <https://alumni.ucla.edu/upcoming-events/>

- You can find all kinds of UCLA Alumni events
  - Bruin Professional Network
  - New York Tri-State Network
  - Los Angeles Westside Network
- Networking events with UCLA Alumni across the nation as well as abroad



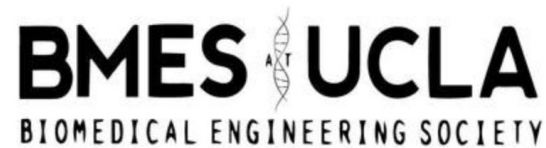
**Engineer Change.**

# UCLA Student Organizations

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Visit: <https://samueli.ucla.edu/student-clubs-organizations/>

- Browse through relevant student organizations
- Look for events hosted by them (e.g. Industry Info Sessions, Networking Nights)



HOME

ABOUT US

EVENTS

TECHNICAL PROJECTS

RESOURCES

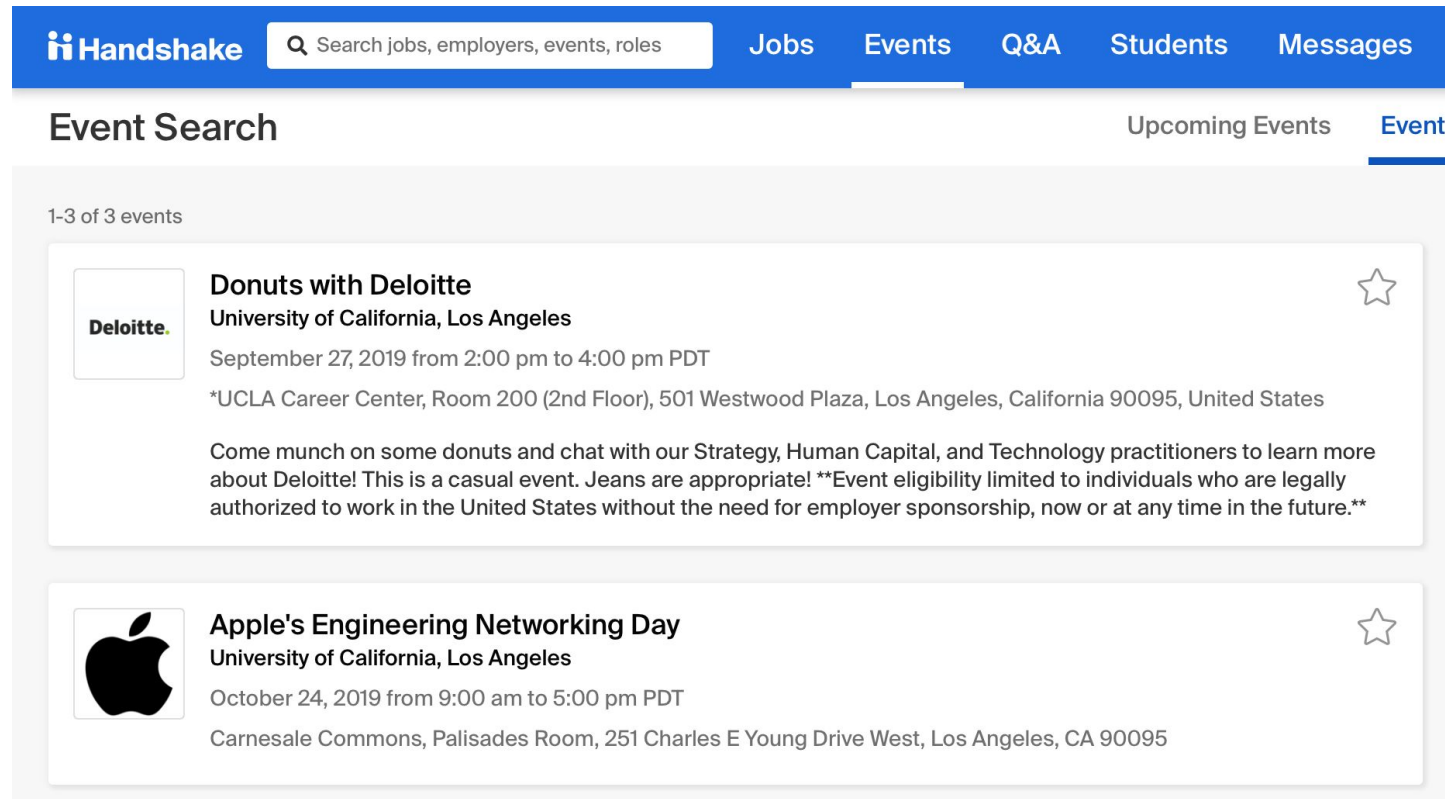




# UCLA Handshake

Visit: <https://ucla.joinhandshake.com>

- Under “EVENTS” you can find Career Center hosted Networking Events and Info Sessions
- Network with industry specialists and sometime hiring managers



The screenshot displays the UCLA Handshake website interface. At the top is a blue navigation bar with the Handshake logo, a search bar, and links for Jobs, Events, Q&A, Students, and Messages. Below the navigation bar, the 'Event Search' section is active, showing 'Upcoming Events' and a tab for 'Event'. The results show 1-3 of 3 events. The first event is 'Donuts with Deloitte' at the University of California, Los Angeles, scheduled for September 27, 2019, from 2:00 pm to 4:00 pm PDT. The second event is 'Apple's Engineering Networking Day' at the University of California, Los Angeles, scheduled for October 24, 2019, from 9:00 am to 5:00 pm PDT.

**Handshake** Search jobs, employers, events, roles Jobs Events Q&A Students Messages

Event Search Upcoming Events Event

1-3 of 3 events

**Donuts with Deloitte** University of California, Los Angeles  
September 27, 2019 from 2:00 pm to 4:00 pm PDT  
\*UCLA Career Center, Room 200 (2nd Floor), 501 Westwood Plaza, Los Angeles, California 90095, United States  
Come munch on some donuts and chat with our Strategy, Human Capital, and Technology practitioners to learn more about Deloitte! This is a casual event. Jeans are appropriate! \*\*Event eligibility limited to individuals who are legally authorized to work in the United States without the need for employer sponsorship, now or at any time in the future.\*\*


**Apple's Engineering Networking Day** University of California, Los Angeles  
October 24, 2019 from 9:00 am to 5:00 pm PDT  
Carnesale Commons, Palisades Room, 251 Charles E Young Drive West, Los Angeles, CA 90095

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# UCLA ESUC Calendar

Visit: <http://www.esuc.ucla.edu>

- ESUC calendar contains all industry-related events

Engineering Society at  
University of California, Los Angeles

ABOUTCALENDARSINFOEWEKOFFICERSSPONSORS

## ENGINEERING CALENDAR

The Engineering Calendar contains the comprehensive list of events hosted by various engineering clubs on campus. You can find all the upcoming, present and past events right here! Note to view the ESUC lounge calender and request bookings head over to the ESUC lounge tab.

[ESUC]

Today ◀ ▶ October 2019

Print Week Month Agenda

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	1 Oct	2	3	4	5
		18:00 Fall GM	18:00 Tech Projects Infosess	18:00 ITE Fall GM	17:00 Fall BBQ	
6	7	8	9	10	11	12
	18:00 Resume/Elevator Pitch			15:15 Bioengineering Career	11:00 Biotech Career Fair	08:00 Green Hills Software I
13	14	15	16	17	18	19
	Columbus Day (regional h	18:00 CDM Smith Info-sessi				
20	21	22	23	24	25	26

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# UCLA Undergraduate Internship Program (UIP)

Visit: <https://www.seasoasa.ucla.edu/undergraduate-internship-program/>  
Browse through UIP resources



## Undergraduate Internship Program

We support students who are interested in securing internships

Percentage of 2018 graduating seniors who completed an internship by graduation



## #ENGINEERCHANGE

The purpose of the Undergraduate Internship Program is to support and facilitate students to search and secure their first industry internship.

# UCLA Undergraduate Internship Program (UIP)

Visit: <https://www.facebook.com/SamueliURPUIP>

- Browse through all UIP related events

The screenshot shows the Facebook page for the Samueli Engineering Undergraduate Research and Internship Program (UIP). The page header includes navigation links: Page, Inbox, Events, Notifications (3), Insights, Publishing Tools, More, Settings (4), and Help. The profile picture is a circular logo with the UCLA Samueli School of Engineering logo and a plus sign. The page name is "Samueli Engineering Undergraduate Research and Internship Program" with the handle "@SamueliURPUIP". The cover photo features the hashtag "#ENGINEERCHANGE" in large yellow letters on a dark blue background. Below the cover photo, there are buttons for "Liked", "Following", "Share", and a "Learn More" button. The left sidebar shows a menu with "Home", "Posts", "Jobs", "Events", and "See more". The main content area has a "Welcome to Your New Page" message with a tip to describe the business, brand, or organization. The right sidebar shows "Suggested Groups" including "UCLA Business..." and "UCLA First Generation...".

Page   Inbox   Events   Notifications <sup>3</sup>   Insights   Publishing Tools   More ▾   Settings <sup>4</sup>   Help ▾

**UCLA Samueli**  
School of Engineering

**#ENGINEERCHANGE**

Samueli Engineering Undergraduate Research and Internship Program  
@SamueliURPUIP

Home  
Posts  
Jobs  
Events  
▾ See more

Liked ▾   Following ▾   Share   ...

Learn More ✎

Welcome to Your New Page

Before you share your Page with others, try these tips that help you describe your business, brand or organization. We'll give you more tips later.

See All Page Tips

Suggested Groups ⓘ

**UCLA Business...**  
3K Members • 2 posts a week  
Join

**UCLA First Generation...**

# Writing a Coherent Cover Letter

# Purpose of the Cover Letter



- Writing sample: persuade the employer of your skills and accomplishments
- Brief overview of qualifications
- Personalized and tailor your cover letter for the specific job
- Differentiate yourself from the crowd
- Captivate the attention of the reader
- Communicate interest in the organization

**A COVER LETTER should communicate your strong interest in the company/research lab and your enthusiasm for the research position you are applying for**

**Engineer Change.**

# Cover Letter Template

Your Name \_\_\_\_\_  
Address, City, State, Zip Code  
Phone number, Email

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Date

Name of Contact  
Title  
Name of Organization  
Address  
City, State Zip Code

Dear \_\_\_\_\_

**INTRODUCTION:** State the position or type of work for which you are applying. Identify how you heard of the position (e.g., UCLA Career Center or through a business contact / referral). Briefly (in one or two sentences) introduce yourself and explain your interest in the job and something about the company that attracts you (will show your ambition, passion, and interest).

**SELL YOURSELF:** Expand on why you're qualified for the position. Highlight two or three major accomplishments that demonstrate your initiative, creativity, follow through, communication skills, and problem-solving capabilities. Be sure to draw a connection between the needs of the current job opening and the skills you can bring to the job. Research the company and industry beforehand.

**ASK FOR AN INTERVIEW:** Reemphasize your interest, politely thank the employer for their time, and request an interview.

Sincerely,

*Sign Your Name Here* \_\_\_\_\_

Your name typed

Enclosure: Resume \_\_\_\_\_

**Adopted: UCLA Career Center**

1

2

3

4

5

6

1. Use the same heading as your resume to create a “letterhead” for your documents.
2. If you cannot find the name of the contact, consider addressing the letter to “Hiring Manager” or “Internship Coordinator.”
3. The INTRODUCTION section can be either one or two paragraphs.



# Cover Letter Template

Your Name \_\_\_\_\_  
Address, City, State, Zip Code  
Phone number, Email

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Date \_\_\_\_\_

Name of Contact  
Title  
Name of Organization  
Address  
City, State Zip Code

Dear \_\_\_\_\_

**INTRODUCTION:** State the position or type of work for which you are applying. Identify how you heard of the position (e.g., UCLA Career Center or through a business contact / referral). Briefly (in one or two sentences) introduce yourself and explain your interest in the job and something about the company that attracts you (will show your ambition, passion, and interest).

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**ASK FOR AN INTERVIEW:** Reemphasize your interest, politely thank the employer for their time, and request an interview.

Sincerely,

*Sign Your Name Here* \_\_\_\_\_

Your name typed

Enclosure: Resume \_\_\_\_\_

**Adopted: UCLA Career Center**

1

2

3

4

5

6

4. Establish a “personal brand” that showcases your skills and capability as well as the fit for the job.
4. When sending an electronic copy, either insert a JPG of your signature, or use a script font.
5. You might also include other documents requested in the job description. For example, an unofficial transcript, writing sample, or salary history.



# CL Rules & Tips

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## RULES

1. Address the employer's "WISH LIST"; use the same language in descriptions
2. Assess the employer's needs
3. Actively promote yourself

## TIPS

1. Describe how your skills and accomplishments can benefit the employer
2. Write clearly and concisely
3. Use the same font as resume

# Cover Letter Sample 1

JOE BRUIN

Kelton Ave | Los Angeles, CA 90024 | ( )

(123) 456-7890

EMAIL

@g.ucla.edu

February 1, 2021

Internship Program  
OSIsoft, LLC.  
1600 Alvarado Street  
San Leandro, CA 94577

Dear Internship Coordinator:

I would like to be considered for the OSIsoft software developer internship posted on UCLA's Handshake website. I am currently a 2nd-year student and majoring in Computer Science at the University of California, Los Angeles. I believe that my experience writing software along with my communication and work ethic enable me to be a great fit for a team at this internship.

I first grew interested in software during high school, when I saw my friend programming at school. I took classes soon thereafter, and have been building software ever since. Most notably, I have worked on passion projects with my friends in teams of 4-5 people, utilizing JavaScript, Node, and React to create the front-end, while communicating with the other team that worked on the backend. In school, I have focused on programming projects mainly in C/C++ and have harnessed debugging skills to be successful in the classroom.

This internship would be an excellent opportunity for me to grow in my skills working for a successful company that has stood the test of time. OSIsoft seems to see the value in small yet effective teams, and I think that my experience in leading my peers in school and extracurricular projects would allow me to fulfill a lot of the desired qualities in an intern. As a student, I avidly ask questions to TAs and professors that allow me to learn and grow as a software developer, and as a teacher for high school students in an organization ACM Teach LA, I have learned how to effectively answers software questions from those around me in a clear and concise way, so that students understand. This experience in effective communication allows me to complete projects in a time-efficient manner, while increasing my productivity and those of colleagues around me.

I believe that I would be a great addition to any of your software developer internship teams this summer, as I will add not only my problem-solving abilities and experience creating software but also my ability to lead and communicate with those around me. Thank you for your time and your consideration, I look forward to scheduling an interview where I can talk more about my interests and qualifications.

Sincerely,

*Joe Bruin*

Joe Bruin

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# Cover Letter Grading Rubric

Grading Criteria	Professional	Proficient	Incomplete
<b>BASIC INFORMATION (5 PTS)</b> Information about yourself <ul style="list-style-type: none"> <li>Name; Address; Phone Number; Email Address</li> <li>Date and Proper Greeting</li> </ul>	<ul style="list-style-type: none"> <li>Properly includes all basic and contact information on the top of letter</li> <li>Includes date and proper greeting</li> </ul>	<ul style="list-style-type: none"> <li>Missing 1-2 basic/contact information on the top of letter</li> <li>Includes date and proper greeting</li> </ul>	<ul style="list-style-type: none"> <li>Basic and contact information are missing</li> <li>Date and greeting are missing</li> </ul>
	<b>5 PTS</b>	<b>3 PTS</b>	<b>1 PTS</b>
<b>INTRODUCTION (25 PTS)</b> Identification of the position and describe your interests <ul style="list-style-type: none"> <li>How you found the job?</li> <li>Why are you interested?</li> </ul>	<ul style="list-style-type: none"> <li>Identifies the position to which you are applying</li> <li>Explains why you are interested in the position</li> <li>How you found the position?</li> <li>Be creative in wording that catches attention</li> </ul>	<ul style="list-style-type: none"> <li>Identifies the position to which you are applying</li> <li>Vaguely describes your interests in the position</li> <li>No information on how you found the position</li> <li>Not unique and catchy</li> </ul>	<ul style="list-style-type: none"> <li>Does not clearly identify the position to which you are applying</li> <li>No description on interests and how you found the position</li> <li>Not tailored for the qualifications of the position</li> </ul>
	<b>25 PTS</b>	<b>15 PTS</b>	<b>5 PTS</b>
<b>SKILLS &amp; EXPERIENCES (35 PTS)</b> Any relevant experience? Illustrate relevant skills? <ul style="list-style-type: none"> <li>Compelling Experience</li> <li>Skills acquired from previous experience</li> <li>Tie your skills and experiences to the position</li> </ul>	<ul style="list-style-type: none"> <li>Identifies and discuss one or two of your strongest qualifications</li> <li>Relates your skills and experiences to the position</li> <li>Explicitly expresses unique interests in the position, company, and/or location</li> </ul>	<ul style="list-style-type: none"> <li>Identifies and discuss only one of your qualifications</li> <li>Experiences and skills discussed may not be relevant to the position</li> <li>Restates information on your resume with minimal and vague details</li> </ul>	<ul style="list-style-type: none"> <li>Does not discuss any relevant qualifications</li> <li>Does not relate your skills to the position</li> <li>Does not explicitly express interests in the position</li> </ul>
	<b>35 PTS</b>	<b>25 PTS</b>	<b>5 PTS</b>



# Cover Letter Grading Rubric

<b>ENGINEERING PROJECTS (25 PTS)</b> Engineering projects on campus <ul style="list-style-type: none"> <li>Relevant projects</li> <li>Showcase soft/hard skills</li> </ul>	<ul style="list-style-type: none"> <li>Relevant engineering projects are discussed in the body text</li> <li>Detailed descriptions on skills acquired via the projects, both soft/hard skills</li> <li>Discusses the connections between projects and the position</li> </ul>	<ul style="list-style-type: none"> <li>Engineering projects are briefly discussed in the body text</li> <li>Skills acquired from the projects are discussed</li> <li>Descriptions may not be concise and fail to make connections between projects and the position</li> </ul>	<ul style="list-style-type: none"> <li>Engineering projects are discussed and are irrelevant to the position</li> <li>No connections made between projects and the position</li> <li>No direct mentioning of acquired skills</li> </ul>
	<b>25 PTS</b>	<b>15 PTS</b>	<b>5 PTS</b>
<b>CLOSING &amp; FORMAT (10 PTS)</b> Final remarks of the letter and thank the reader/recruiter <ul style="list-style-type: none"> <li>Refer to the attached resume</li> <li>Thank the reader/recruiter</li> <li>Proper letter closing</li> <li>One page with proper font</li> <li>No grammar/spelling errors</li> </ul>	<ul style="list-style-type: none"> <li>Refers the reader/recruiter to the attached resume</li> <li>Thanks the reader/recruiter for taking time to read this letter</li> <li>Describes how you will follow up with the recruiter</li> <li>Proper letter closing</li> <li>One page with 10-12 pt. proper font; adequate margins</li> <li>No grammar/spelling errors</li> </ul>	<ul style="list-style-type: none"> <li>Does not refer the reader/recruiter to the attached resume</li> <li>Thanks the reader/recruiter for reading this letter</li> <li>Proper letter closing</li> <li>One page with 10-12 pt. proper font</li> <li>Few grammar/spelling errors</li> </ul>	<ul style="list-style-type: none"> <li>Does not thank the reader/recruiter for taking time to read the letter</li> <li>No reference to the attached resume</li> <li>Improper letter closing</li> <li>More than one page or too short; improper font</li> <li>Requires proofreading</li> </ul>
	<b>10 PTS</b>	<b>5 PTS</b>	<b>1 PTS</b>



# Preview Homework



# Week 4 HW

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- 1. Create 3 tailored cover letters for 3 different companies/positions (Attach the job descriptions)**
- 2. Search for Info Sessions and/or Networking Events & attend one of them**
  - Answer questionnaire about Networking event**
- 3. Answer questionnaire about 3 companies to meet**
- 4. Conduct an informational interview with your UCLA ONE mentor**



# Preview Week 5

# Week 5 Content & HW

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## **Week 5 Content**

- 1. Automating Handshake**
- 2. Strategies to get the most out of Handshake**

## **Week 5 HW**

- 1. Create Handshake and LinkedIn profile**
- 2. Find and RSVP to Handshake events**



# Resources



# Links

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**Career Center Website:** [www.career.ucla.edu](http://www.career.ucla.edu)

**Handshake:** <https://ucla.joinhandshake.com>

**Career Center Facebook:**  
<https://www.facebook.com/UCLACareerCenter/>

**Career Center LinkedIn:**  
<https://www.linkedin.com/company/ucla-career-center/>

**ESUC On Campus Recruitment Calendar:**  
<https://www.seasoasa.ucla.edu/on-campus-recruitment-calendar/>

# Week 4 Announcements

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**BMES Biotech Career Fair - 10/19 at 11 am**

<https://docs.google.com/forms/d/1Ub1miFuXhn5ObvEC852Em4Sazbayj3c2xDEiL2RnWPk>

**Global Internship Program - 10/21 at 5 pm**

<https://ieo.ucla.edu/events/global-internship-program-info-session-engineering-2/>

**CIA Infosession - 10/21 at 5 pm**

[https://docs.google.com/forms/d/e/1FAIpQLSd-9QSUX\\_PmG3G9hmkOywok\\_DPTJaapipHIFOSkZ3MBpUYUZ\\_A/viewform](https://docs.google.com/forms/d/e/1FAIpQLSd-9QSUX_PmG3G9hmkOywok_DPTJaapipHIFOSkZ3MBpUYUZ_A/viewform)

**ASCE Career Fair - 10/28 at 10 am**



## CONNECT WITH US!

Don't miss out on important events! Follow us for updates!



# Peer Advising

[Drop In](#)  
[Zoom Link](#)

[Schedule an Appointment](#)

## MEET OUR PEER ADVISORS

make an  
appointment



**Alyssa Wang**

4th year, Computer Science and Engineering

Drop in Hours: M: 3-5pm, T: 11am-12:30pm,  
W: 2-4pm

Interned at Cisco, Amazon Lab126, and Cloudflare.



**Josephine Neyyan**

4th year, Bioengineering

Drop in Hours: M: 11am-2pm, T: 9-11am

Interned at ECA Medical Devices.  
Researched with Keck Graduate Institute, PATHS-UP, UCLA Optofluidics Lab, and the Song Li Lab.



**Laya Rodriguez**

4th year, Chemical Engineering

Drop in Hours: M: 9-11am, W: 9-11am,  
F: 11am-1pm

Transfer student. Researched with the  
Laboratory of Electrochemical Systems  
Engineering at UCLA



**Reina Squires**

4th year, Bioengineering

Drop in Hours: Drop in Hours:  
M: 11am-12pm, T: 12-2pm, W: 12-1:30pm,  
R: 12-1pm,

Interned at Takeda Pharmaceuticals.  
Researched with Wong Bacterial Communities  
and Biofilms group, and Tawil group.



**Anna Cosmin-Spanoche**

3rd year, Aerospace Engineering,

Statistics Minor

Drop in Hours: M: 10am-12pm,  
W: 10am-12pm, R: 10am-11am

Interned at The Aerospace Corporation  
(Structural Dynamics Department). Researched  
with the Campbell Group (UCLA Physical  
Sciences).



**Brianna Duckworth**

4th year, Materials Science Engineering

Drop in Hours: M: 4-5pm, T: 3:30-5pm,  
W: 4-5pm, R: 3:30-5pm

Data Analyst Intern at Soccer Skybox  
Offered position in FBI Materials Science.



**Alexandra Kwon**

3rd year, Electrical Engineering

Drop in Hours: T: 9-11am, 2-3:30pm,  
R: 2-3:30pm

Interned at Zeta Associates. Researched with Carnegie  
Observatories and UCLA Communication Systems Laboratory.



**Rosa Son**

4th year, Mechanical Engineering

Drop in Hours: M: 9-11am, W: 9-11am,  
F: 12-1pm

Interned at Miravel. Researched with Optofluidic  
Systems Laboratory and RoMeLa.



**Paulina Fisher**

4th year, Civil Engineering

Drop in Hours: M: 4-5pm, T: 12-1pm,  
R: 9-10:30am, F: 2-4pm

Interned as a Construction Project Manager the  
past 3 summers in San Francisco.



**Natalie Olivares**

5th year, Bioengineering

Drop in Hours: R: 10am-1pm, F: 10am-12pm  
Researched with Song Li's Cell and Tissue  
Engineering Lab.

# ENG 23 Office Hours

**William  
Herrera**

**T 4-5 PM**

**Course  
Facilitators**

[Schedule an  
Appointment](#)

[Drop In  
Zoom Link](#)

# Engineer Change.

**#EngineerChange#ThruInternships**