

Cover Letter Assignment

Course Objectives:

- Feel confident preparing for and navigating a job search, including attending and following up after career fairs and other networking events
- Have a polished resume and accompanying job search correspondence

For some applications, you will be required to write a cover letter to accompany your resume. The purpose of a cover letter is to encourage the recipient to read your resume by drawing connections between your experience and the skills the employer is seeking. In addition, a cover letter allows an employer to evaluate your written communication skills.

Relevant reading: Appendix C, pages 201-214

Cover Letter Tips:

- Your cover letter should be 1 page.
- Customize your letter to the company / position of interest.
- The most effective cover letters are addressed to a specific person. If the listing does not include contact information, do some research to find out to whom you should send it. If you are still unsure, use “Dear Hiring Manager”. Avoid using “To Whom it May Concern”.
- Use proper spelling, grammar, punctuation and letter format.
- Open with a compelling statement designed to grab the reader’s attention.
- Have your co-op advisor review your letter when writing one for the first time.

Cover Letter Development Steps:

1. Identify a job posted in CareerLINK that is of interest to you and for which you are reasonably qualified.
2. Draft a cover letter for the job – refer to Appendix C (pages 201 – 214) and the formatting/content tips on the next page.
3. Insert a new page after the cover letter and paste in the job description before uploading to Blackboard – you are asked to do this so your co-op advisor can see if the letter you have written aligns well to the job description.

Cover Letter Format

Your name
Your address
Phone
Email



This should match the layout/format from your resume (i.e. if your contact information is centered on your resume then center it here and use the same font).

Date

Name of the contact person (if available)

Title

Name of organization/company

Address

City, ST Zip

Dear Mr. or Ms. (last name),

First paragraph: reason for writing the letter

How did you learn about this job opening?

If you have been referred by a contact, include the person's name.

What is the title of position and the reference number (if listed)?

Why do you want to work for this organization?

Briefly convey your knowledge of their products, services, and/or projects.

Second paragraph: an overview of your skills

What 3-4 key skills do you have that relate to this position?

Match your experience to the job description using specific examples.

Make it easy for the employer to see how you are qualified for the job.

Draw on skills from work experience, volunteer experience, internships or co-ops, and classes.

Third paragraph: specific accomplishments / examples of how you've used your skills*

What projects did you work on – either at a job or as part of a class?

Use the PARK formula – Problem-Action-Result-Knowledge Gained.

**If your experience is limited, you might not need this third paragraph.*

Fourth paragraph: closing

What action will you take? Where can they reach you?

Make sure that your outgoing voicemail greeting is professional.

Thank the person for their consideration of your application.