

Did You Know?

You can **drop-in**
at the Career
Center for a **10**
minute cover
letter critique?



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Did You Know?



**Writing a strong cover
letter will showcase
your written
communication skills.**

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Did You Know?



**Cover letter should
be **tailored** to each
position, and
should be
personalized.**

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Did You Know?



A cover letter can help you explain your **interest** in the company and what **skills** you plan to contribute?

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Inspire.
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Cover Letter Writing



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Cover Letter



- Expresses interest and qualifications for a particular position
- Personal but professional
- Tailored to position/company
- Explains how you fit with organization and how you will help them
- Expands main points from your resume
- “Sells” qualifications to the prospective employer

Research



Job Position

- General Job Information
- Desired qualifications and skills
- Key values and words

Company/Organization

- Mission Statements, Organization “Vision”, goals..

Tailor Your Cover Letter

Academic Advisor for Student Athletes Job # 72150

Description

The Academic Advisor for Student-Athletes holds a professional academic advising position in Athletic Department. The Academic Advisor for Student-Athletes **works closely with coaching staffs, athletic department administrators, faculty, academic advisors, and other campus offices, departments, and staff** who are involved with the academic lives of **undergraduate student-athletes** to ensure that student-athletes are presented with a broad base of opportunities with which to optimize their experience at University of XYZ. The Academic Advisor for Student-Athletes **implements and interprets university and department policies**, and identifies and resolves complex issues using advanced knowledge requiring independent judgment.

QUALIFICATIONS

- Advanced degree
- 1-2 years of **experience in academic advising** and coordinating academic programs in a college or university
- **Participation as a student-athlete, and/or experience working with Division I student-athletes**

Knowledge & Skills:

- Strong **communication skills** to clearly and effectively communicate information to student-athletes, internal and external audiences, and management.
- Advanced **analysis and problem solving skills**, including experience with NCAA compliance rules and regulations
- Strong **team work and interpersonal skills**.
- Advanced customer service skills.
- Relevant computer systems/technology experience.
- Ability to **ensure and apply compliance** with legal, financial, and university policies and external regulations.

Scott Bears
900 University Avenue #3
Riverside, CA 92521
(951) 827-0000
scottbears@ucr.edu

September 4, 2017

Ms. Christina Brown
Vice President
Bright Green Talent
4500 3rd Street
Los Angeles, CA 90210

Dear Ms. Brown:

Never use “To Whom It May Concern”

I was thrilled to come across Bright Green Talent's advertisement for a College Relations Intern. With a passion for people and positive psychology, I've kept an eye on your company's presence. I think I'd be a great addition to Bright Green Talent's Marketing Team.

The job description requires someone with strong phone skills, an ability to network, and an outgoing personality. In my previous work as a marketing intern, I developed my skills in all three areas. I managed clients remotely, coordinated teams of marketing assistants working in our company, doubled my team's number of projects in one year through active business development and received an employee award for active engagement in my department. I am confident that I can channel this experience towards helping Bright Green Talent enrich its partnership with educational institutions.

2nd/3rd: Relevant points on qualifications, why you are a strong candidate

I recently graduated from the University of California, Riverside with a Bachelor's degree in Environmental Studies with a focus on the educational system. I wrote my senior thesis on how universities are integrating sustainability issues into traditional academic frameworks, in order to prepare students for the 21st century's resource management challenges. This unique background in training and preparation would translate well to helping talented recent graduates find the first steps in their "green career."

I am aware that Bright Green Talent is a small team, and that each person must operate relatively independently. In my previous intern role, I took a leadership position in each of the project teams I worked with, and operated independently on remote teams where I had to self-impose deadlines and goals. I look forward to bringing my ability to take the initiative and lead to Bright Green Talent.

Overall, I'd love to add my skills and perspective to Bright Green Talent's Marketing Team, and help the company grow and

1st: Explain why are you writing, state your purpose

I am writing to apply for the position of College Relations Intern at Bright Green Talent. I am currently a college student with a passion for environmental science and my proven ability to successfully work with diverse groups of people.

4th: State how and when the employer may contact you

Sincerely,

Scott Bears
Enclosure: resume

Header

- Address the letter to a specific person if possible

Your Name

Mailing Address

City, State, Zip Code

Telephone Number

Email Address

Date

Name of Contact Person

Title

Organization

Mailing Address

City, State, Zip Code

Dear Ms., Mr., Dr., (etc):

Example 1



Scott Bears

900 University Avenue, Riverside, CA 92521

555.555.5555

scott.bears@gmail.com

www.linkedin.com/scottbears

[Month, Day, Year]

Courtney Richardson

University of XYZ

55 University Avenue

Sometown, CA 12345

Example 2



Scott Bears
900 University Ave.
Riverside, CA 92521
951-827-3631

August 8th, 2017

Mr. Will Smith
Superintendent
ABC College
100 University Ave.
Sometown, CA 92521

First Paragraph



- Get the reader's attention
- Introduce yourself
- Explain purpose of letter – why you are writing
- Explain why interested in the position or the company
- Statement that establishes a connection with your reader

First Paragraph Example



I am very excited to express my interest in the Academic Advisors for Student Athletes position.

In the past two years, I have successfully worked as a volunteer academic advisor for student-athletes, and a career consultant for University of XYZ. I used my opportunities to fully immerse myself on providing support to athletic academics. I am prepared for the extensive hours and attention to detail this position requires to keep athletes eligible for competition.

Seeing a student succeed in and outside of the classroom makes my work ethic unique. I truly empathize with current athletes and their situations, and will do what it takes to see these athletes succeed.

Explain why are you writing, state your purpose

Highlight what you know about the position or employer in order to show interest and qualifications.

Middle Paragraphs



- Highlight skills and benefits to the company
- Emphasize interest in the company
- Provide concrete evidence
 - Show, don't tell
 - Not include all information from your resume

Middle Paragraph Example



As an athletic academic advisor, I developed the skills to investigate and analyze information to draw conclusions about academic concerns regarding at-risk freshmen football athletes. Evaluating grades, course history, and teacher's comments, I focused my appointments on noticeable behaviors that may have influenced each student's particular situation.

Making sure I scheduled follow-up appointments, I interpreted and applied guidelines and procedures for each individual athlete so they understood what was required of them to remain eligible for current and post seasons.

Successfully witnessing the breakthrough's with multiple athletes, we saw as a department student-athletes holding themselves accountable and being educated enough on the expectations of remaining eligible and compliant with university academic expectations. My sincerity seeing athletes succeed academically allows me to put in the extra time to make sure they are prepared. I fully intend on bringing the same service to ABC College.

Highlight 2 to 3 skills you have that the job description states as requirements.

Skills & Qualifications Mentioned:

- Analytical
- Communication & Interpersonal
- Teamwork
- Follow policies and procedures

Real examples are provided.

Final Paragraph



- Conclude with next step
- Provide contact information

Example

To connect my experiences with current athletes is something that is important to me. If given the opportunity to use this platform to help students, I assure you that my work ethic, and attention to detail will exceed the positions expectations. If you have any questions, please call me at **951-827-3631** or e-mail me at **scottbears@ucr.edu**. Thank you for your time and consideration. I look forward to hearing from you.

Closing Formats

Sincerely yours,

Scott Bears

Scott Bears

Enclosure: Resume

Sincerely,

Scott Bears

Scott Bears

900 University Avenue #3

Riverside, CA 92521

951-827-3631

scottbears@ucr.edu

Enclosure: Resume

Extra Tips



- Unprofessional language
- Length – should be one page, depends on industries
- Strongest and most relevant qualification should be highlighted – limit to a few, Elaborate
- Demonstrate enthusiasm and originality
- Proofread for typos, grammar error, and spelling
- For a polished look, use the same header style for your contact information that you used for resume
 - font style and size
 - Font size 10-12
 - Margin 0.5-1 inch

References



Scott Bears

900 University Avenue, Riverside, CA 92521
555.555.5555

scott.bears@gmail.com
www.linkedin.com/scottbears

References

Name
Position
Company/Organization
Phone number
Email Address
Professional Relationship

Scott Bears

900 University Avenue, Riverside, CA 92521

555.555.5555

scott.bears@gmail.com

www.linkedin.com/scottbears

References

Selena Gomez

Student Athlete Director

Student Athlete Department, University of ABC

951-555-5555

selenagomez@abcuniv.edu

Professional Relationship: Supervisor at University of ABC

Peyton Tanning

Head Football Coach

Athletics Department, University of State

909-555-2222

peytontanning@stateuniv.edu

Professional Relationship: Head Coach of Football Team

Dr. Sheldon Cooper

Professor of Education

Department of Education, University of State

909-555-3333

sheldoncooper@stateuniv.edu

Professional Relationship: Advisor for Master's Program

Scott Bears

900 University Avenue, Riverside, CA 92521
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scott.bears@gmail.com
www.linkedin.com/scottbears

References

Selena Gomez

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Professional Relationship: Head Coach of Football Team

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Professor of Education
Department of Education, University of State
909-555-3333
sheldoncooper@stateuniv.edu
Professional Relationship: Advisor for Master's Program

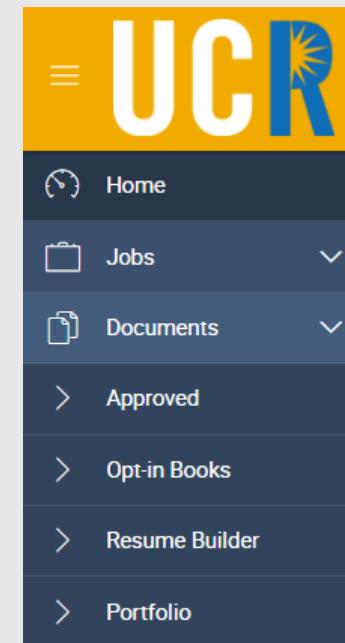
Next Steps

- Have your cover letter reviewed by a Career Counselor
- Upload your cover letter in SCOTjobs

1



2



Questions?



Connect. Inspire. Empower.

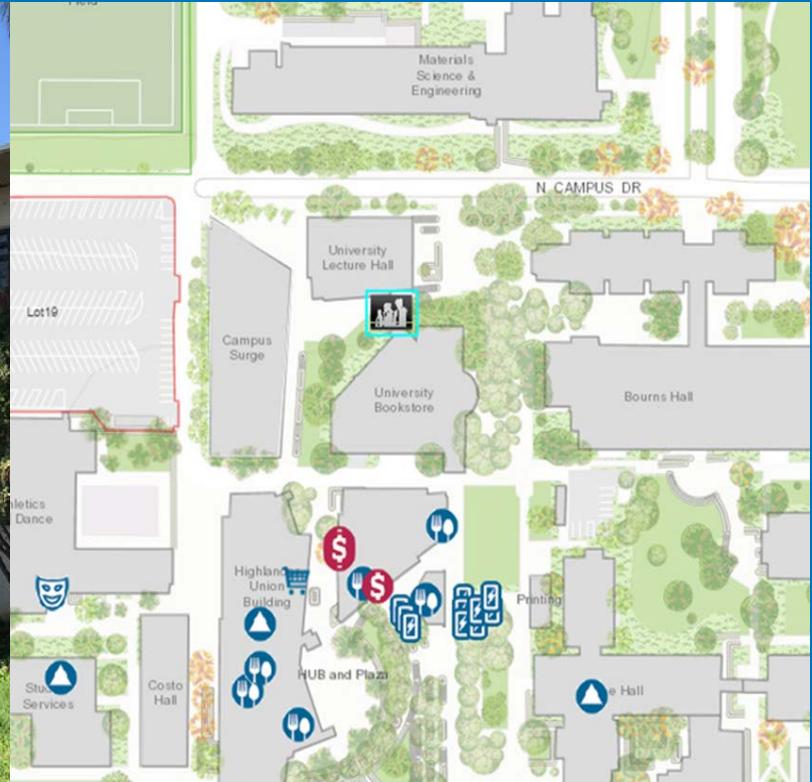
Come See Us

Hours:

Mon. - Fri. 8 am to 5 pm
except Wed. 9 am to 5 pm

Drop-In Hours:

Mon. - Thurs. 10 am-3pm
Fri. 10 am-12 pm



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