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Cover Letter Writing Presentation

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Agenda

- **Purpose of a Cover Letter**
- **Do Your Research**
- **Formatting**
- **Tailoring Your Cover Letter**
- **Cover Letter Content**
- **Additional Tips**
- **References**
- **Next Steps**



What You'll Learn Today

At the end of this workshop, you will be able to...



The ability to communicate what a cover letter is and why it is important to your career development



Identify format and content ideas to implement on your own cover letters



Understand why and how to use a cover letter to articulate your experiences, strengths, and skills



COMMUNICATION



PROFESSIONALISM



CRITICAL THINKING



TEAM WORK



NACE[®]

CAREER READINESS COMPETENCIES

Obtaining requisite competencies that broadly prepare college graduates for a successful transition into the workplace.



EQUITY & INCLUSION



LEADERSHIP



CAREER AND SELF-DEVELOPMENT



TECHNOLOGY



Purpose of a Cover Letter

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



Do Your Research

Position/Role

- General job responsibilities
- Desired qualifications and skills
- Identify key words from job description

Company/Organization

- Mission Statement
- Organizational Vision & Goals
- Strengths & Opportunities
- Philanthropy
- Affinity Groups

Mission

The University of California, Riverside will transform the lives of the diverse people of California, the nation, and the world through the discovery, communication, translation, application, and preservation of knowledge – thereby enriching the state’s economic, social, cultural, and environmental future.



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 staff, 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.



Formatting

Scotty Bear
Riverside, CA | (555)-555-5555 | scottycbear@ucr.edu

← Same header as resume to "brand" your documents

Sept. 4, 2024

Ms. Christina Brown
Vice President | Bright Green Talen
4500 First St., Los Angeles, CA 90210

Dear Ms. Brown,

← Instead of "To Whom it May Concern, use name of Hiring/Selection Committee/Manager"

I am eager to apply for the Community Outreach Coordinator position after reading the job description found on Handshake. With a passion for people and positive psychology, I was intrigued by Bright Green's dedicated mission to support positive change within the community. I am excited for the prospective opportunity to apply my knowledge, leadership skills, and interest in environmental sciences in this role.

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

I earned my Bachelor of Science in Environmental Studies with a minor in Psychology at the University of California, Riverside. During my undergraduate experience, I wrote my senior thesis on how community organizations integrate sustainability issues into 'additional academic frameworks to prepare community members' efficiency in resource management. My educational preparation has equipped me to coordinate and manage community outreach programs.

← Body: Relevant points on qualifications, why you are a strong candidate. Use student organization, work, volunteer and academic experiences.

The role of a Community Outreach Coordinator requires the ability to work independently and manage large volumes of customers in a timely and organized manner with little to no supervision. During my previous experience, I directed and collaborated with a seven-member team and served 60 customers during the first hour. My team and I achieved a 15% increase in profit from that first hour alone. I would look forward to applying my ability to successfully lead a team in this role.

Another important qualification for this role is the ability to connect with community members to raise funds for this important work. In my role as Secretary of Phi Delta Epsilon, I cataloged the expenditures during a community health fair, where I kept 100% accuracy of all funds being used and raised. This experience confirmed my passion for improving the lives of community members through advocacy.

Overall, I am excited for the prospective opportunity to contribute my educational background in environmental science and fundraising skills to the Community Outreach Coordinator at Bright Green. Please feel free to contact me at (555) 555-5555 or scottycbear@ucr.edu for your time and consideration of my application. I look forward to hearing from you.

← Last: Further express your enthusiasm and interest in the position/company.

Sincerely,
Scotty Bear





Header

- Address the letter to a specific person if possible
- Hiring Manager/Committee, Selection Committee/Team can also be used

Your Name

City, State | Phone | Email | LinkedIn (optional)

Date

Name of Contact Person

Title

Organization

Mailing Address

City, State, Zip Code

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

OR Hiring Committee/Manager/Team



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, 2018

Mr. Johnny Apple
Superintendent
ABC College
100 University Ave.
Sometown, CA 92521

Introduction

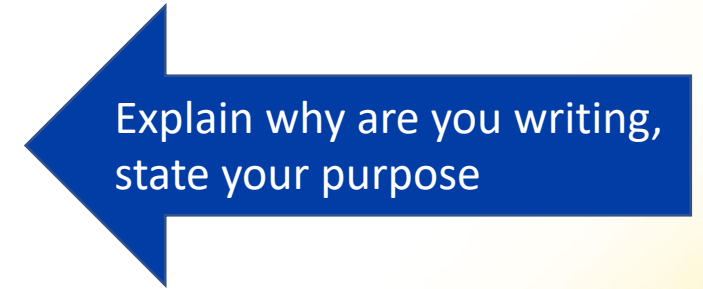
1. Explain purpose of letter
2. Introduce yourself
3. Explain your interest in the position + company
4. Describe the qualities that make you a good candidate



First Paragraph Example

I am very excited to express my interest in the Academic Advisor for Student Athletes position at the University of XYZ.

The University of XYZ is a national leader in Division I athletics and is well-respected for emphasizing the holistic development of academic, career, and life skills for all student athletes. It would be an honor to be a part of this program. I believe I am an ideal candidate for the position due to my personal experience as a student athlete, my experience serving as an academic advisor for student athletes, and my educational preparation.



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

Body Paragraphs

1. Highlight your skills
2. Emphasize interest
3. Provide “concrete evidence – examples

TIPS!

1. Show, don't tell
2. Pick and choose the experience from your resume (don't add everything)



Body Paragraphs 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 breakthroughs 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.** Seeing athletes succeed academically motivates me to continue to put in the extra time needed to ensure they are prepared. I fully intend on bringing the same service to the University of XYZ.

Each paragraph highlights a skill/experience you have that the job description states as a requirement.

Skills & Qualifications Mentioned:

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

Real examples are provided.

Conclusion

1. Next steps
2. Your contact information

Example

Connecting my personal experiences as a former student athlete with current athletes is something that is extremely important to me. If given the opportunity to join this team to help students, I assure you that my work ethic and attention to detail will exceed the expectations of the position. If you have any questions, please call me at [951-827-3631](tel: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,

Scott Bears

Scott Bears

Sincerely,

Scott Bears

Scott Bears

900 University Avenue #3

Riverside, CA 92521

951-827-3631

scottbears@ucr.edu



Additional Tips

- TAILOR!
- Avoid unprofessional language
- Length – typically one page, depends on industries
- Strongest and most relevant qualifications should be highlighted
 - Pick and choose (ie. Top 3 qualities)
 - Elaborate with past experience + examples!!
- Demonstrate enthusiasm and originality
- Proofread for typos, grammar errors, and spelling
- For a polished look, use the same header style for your contact information that you used for resume
- Font size 10-12
- Margin 0.5-1 inch



References Format Samples

SCOTT BEARS

City, State | Phone | Email | LinkedIn URL

REFERENCES

First and Last Name of Reference

Position Title

Company/Organization

Phone Number

Email Address

Professional Relationship (*e.g. former supervisor*)

Please Note:

Contact information on your reference page will be the same format as your resume

Next Steps

1. Create a 'Cover Letter Review' appointment with a Career Specialist via Handshake.
2. Upload your cover letter and resume to your completed Handshake profile.



location

ENTRANCE IS BETWEEN UNIVERSITY LECTURE HALL
AND SKYE HALL, UNDERNEATH THE UCR BOOKSTORE

hours

MONDAY - FRIDAY: 8 AM TO 5 PM
EXCEPT WEDNESDAY: 9 AM TO 5 PM



drop-in hours

SPECIFIC TIMES ARE LOCATED ON WEBSITE HOME PAGE
(SCROLL DOWN TO SEE)

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QUESTIONS?

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