



Virtual Field Trip Two: The Job Search Begins

Companion for the Cover Letter

Module Objectives

The purpose of this module is to accomplish the following:

- Provide tips on the job search process.
- Hear directly from engineers about writing a cover letter.
- Review sample cover letters and discuss improvements.
- Practice writing cover letters.

Learning Outcomes

After completing this module, students will be able to;

- Identify key components of a cover letter.
- Write a personal cover letter.

Suggested Virtual Field Trip Itinerary

The following outline is one way to incorporate the Virtual Field Trip into your classroom. Feel free to adjust the times and agenda items to suit your needs.

Total time: Approximately 40 minutes

Topic	Amount of time	Notes
Instructor preparation	7 minutes	Take these steps to prepare for your Virtual Field Trip: <ul style="list-style-type: none"> • Download the video to your computer's hard drive and review the video prior to class. • Print out one worksheet for each student.
Introductory discussion	5–10 minutes	Open class with a discussion on the importance of a cover letter. Ask students to name one or two key points to make in a cover letter. Emphasize the “self-marketing” purpose of a resume. Questions for discussion: <ul style="list-style-type: none"> • What is the purpose of a cover letter? • What important information should be included in a cover letter? • What is the difference between a general resume and a technical resume?
View video	5 minutes	Dim the classroom lights so students can see the screen better, but make sure there is enough light to take notes.

Topic	Amount of time	Notes
Exploring IT Careers: The Cover Letter (student worksheet)	25 minutes	<p>If this exercise takes students more than the allocated class time to complete, students may continue to work on their own at school or home.</p> <p>Distribute the student worksheet and provide students with an explanation of the assignment. The students will be applying the tips presented in the video to review and critique sample cover letters.</p> <p>Once the worksheets are complete, review one of the cover letters as a class.</p>
Conclude class	2 minutes	Conclude by re-emphasizing the importance of cover letters in marketing yourself to employers.



Americas Headquarters
Cisco Systems, Inc.
170 West Tasman Drive
San Jose, CA 95134-1706
USA
www.cisco.com
Tel: 408 526-4000
800 553-NETS (6387)
Fax: 408 527-0883

Asia Pacific Headquarters
Cisco Systems, Inc.
168 Robinson Road
#28-01 Capital Tower
Singapore 068912
www.cisco.com
Tel: +65 6317 7777
Fax: +65 6317 7799

Europe Headquarters
Cisco Systems International BV
Haarlerbergpark
Haarlerbergweg 13-19
1101 CH Amsterdam
The Netherlands
www-europe.cisco.com
Tel: +31 0 800 020 0791
Fax: +31 0 20 357 1100

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at www.cisco.com/go/offices.

©2007 Cisco Systems, Inc. All rights reserved. CCVP, the Cisco logo, and the Cisco Square Bridge logo are trademarks of Cisco Systems, Inc.; Changing the Way We Work, Live, Play, and Learn is a service mark of Cisco Systems, Inc.; and Access Registrar, Aironet, BPX, Catalyst, CCDA, CCDP, CCIE, CCIP, CCNA, CCNP, CCSP, Cisco, the Cisco Certified Internetwork Expert logo, Cisco IOS, Cisco Press, Cisco Systems, Cisco Systems Capital, the Cisco Systems logo, Cisco Unity, Enterprise/Solver, EtherChannel, EtherFast, EtherSwitch, Fast Step, Follow Me Browsing, FormShare, GigaDrive, GigaStack, HomeLink, Internet Quotient, IOS, iPhone, IP/TV, iQ Expertise, the iQ logo, iQ Net Readiness Scorecard, iQuick Study, LightStream, Linksys, MeetingPlace, MGX, Networking Academy, Network Registrar, Packet, PIX, ProConnect, RateMUX, ScriptShare, SlideCast, SMARTnet, StackWise, The Fastest Way to Increase Your Internet Quotient, and TransPath are registered trademarks of Cisco Systems, Inc. and/or its affiliates in the United States and certain other countries. Mind Wide Open is a trademark of Cisco Networking Academy.

All other trademarks mentioned in this document or Website are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (0701R)



Virtual Field Trip Two: The Job Search Begins

Student Worksheet for the Cover Letter

Name _____ Class _____ Date _____

This worksheet will help you identify keys to a successful cover letter.

Read through one of the three sample cover letters, and then using the corresponding chart, review e cover letter's effectiveness. Repeat for the remaining two sample cover letters. Remember to apply the advice you heard on the video.

Plan to discuss your review with the class.

Review of Sample Cover Letter 1: Joe O'Malley

Question	Response
Opening Does the letter clearly articulate the intent of the candidate?	
Sales pitch Does the candidate briefly describe his/her skills as they apply to the available position?	
Closing Does the candidate effectively close the letter and address next steps?	

Review of Sample Cover Letter 2: Helen Simpkon

Question	Response
Opening Does the letter clearly articulate the intent of the candidate?	
Sales pitch Does the candidate briefly describe	

his/her skills as they apply to the available position?	
Closing Does the candidate effectively close the letter and address next steps?	

Review of Sample Cover Letter 3: Linda Lee Smith

Question	Response
Opening Does the letter clearly articulate the intent of the candidate?	
Sales pitch Does the candidate briefly describe his/her skills as they apply to the available position?	
Closing Does the candidate effectively close the letter and address next steps?	



Americas Headquarters
Cisco Systems, Inc.
170 West Tasman Drive
San Jose, CA 95134-1706
USA
www.cisco.com
Tel: 408 526-4000
800 553-NETS (6387)
Fax: 408 527-0883

Asia Pacific Headquarters
Cisco Systems, Inc.
168 Robinson Road
#28-01 Capital Tower
Singapore 068912
www.cisco.com
Tel: +65 6317 7777
Fax: +65 6317 7799

Europe Headquarters
Cisco Systems International BV
Haarlerbergpark
Haarlerbergweg 13-19
1101 CH Amsterdam
The Netherlands
www-europe.cisco.com
Tel: +31 0 800 020 0791
Fax: +31 0 20 357 1100

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at www.cisco.com/go/offices.

©2007 Cisco Systems, Inc. All rights reserved. CCVP, the Cisco logo, and the Cisco Square Bridge logo are trademarks of Cisco Systems, Inc.; Changing the Way We Work, Live, Play, and Learn is a service mark of Cisco Systems, Inc.; and Access Registrar, Aironet, BPX, Catalyst, CCDA, CCDP, CCIE, CCIP, CCNA, CCNP, CCSP, Cisco, the Cisco Certified Internetwork Expert logo, Cisco IOS, Cisco Press, Cisco Systems, Cisco Systems Capital, the Cisco Systems logo, Cisco Unity, Enterprise/Solver, EtherChannel, EtherFast, EtherSwitch, Fast Step, Follow Me Browsing, FormShare, GigaDrive, GigaStack, HomeLink, Internet Quotient, IOS, iPhone, IP/TV, iQ Expertise, the iQ logo, iQ Net Readiness Scorecard, iQuick Study, LightStream, Linksys, MeetingPlace, MGX, Networking Academy, Network Registrar, Packet, PIX, ProConnect, RateMUX, ScriptShare, SlideCast, SMARTnet, StackWise, The Fastest Way to Increase Your Internet Quotient, and TransPath are registered trademarks of Cisco Systems, Inc. and/or its affiliates in the United States and certain other countries. Mind Wide Open is a trademark of Cisco Networking Academy.

All other trademarks mentioned in this document or Website are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (0701R)

7 Apple Court
Eugene, OR 97401
503-555-0303

Mr. Archie Weatherby
California Networks, Inc.
25 Sacramento Street
San Francisco, CA 94102

Dear Mr. Weatherby,

My outgoing personality, my sales experience, and my recently completed education make me a strong candidate for a position as a network engineer with California Networks, Inc.

I recently graduated from the Top Notch Community College with a degree in networking, where I was president of SkillsUSA Chapter

Although a recent graduate, I am not a typical new graduate. I've put myself through these schools while working full-time. I have spent any free time working on networks at school and for family and friends.

I will be in California at the end of this month, and I'd like very much to talk with you concerning a position at California Networks. I will follow up this letter with a phone call to see if I can arrange a time to meet with you.

Thank you for your time and consideration.

Sincerely,

Joe O'Malley

23 Hickory Tree Way
Belle Mead, NJ 08502
(908) 555-7495

September 12, 2006

Ms. Kristin Heller
Verizon
34 Marketing Court
Baltimore, MD 08540

Dear Ms. Heller,

As networks are increasingly called upon in businesses and homes to supply information, voice, and video, there is a growing need for trained and experienced professionals in the field.

Through my education and training I am prepared and ready for work in the industry. I am certain I could give you valuable assistance in satisfying business demands, managing key projects, and improving the processes you currently use.

I will be completing my degree in December and would be interested in making a significant contribution to Verizon

I am sure my services would be useful to you, and I will call you in early October to discuss an interview.

Thank you for your time and consideration.

Sincerely,

Helen Simpkon

Date: Tues, 15 May 2006 19:52:59 -0700 (EDT)
From: Linda lee smith [ksmith@yahoo.com]
Subject: Seasoned Engineer With MBA Ideal for Regional Manager (mtt-01/3439)
To: Joe.Kent@goldnetworks
Content-Type: text/plain; charset=us-ascii

Dear Mr. Kent,

Having broken service records and exceeded sales quotas in all my previous positions and recently completed my MBA in management from the Stern School of Managerial Leadership at Florida State University, I am an ideal candidate for the regional sales engineer position at Gold Networks.

As the leading sales engineer for MBN Business Solutions, I developed key training material, trained new engineers and sales reps, and reinvented the way the company does business. My team's service and revenue was more than double the average for the entire operation.

We should meet to discuss the position. I will contact you in the next 10 days to arrange an interview. Should you have any questions before that time, please feel free to call me at 904-555-2341 or email me. Thank you for your time and consideration.

Cordially,

Linda Lee Smith