



**HIGHER EDUCATION LEADERSHIP  
CAREER GUIDE BOOK**

Fall 2008

Dear Students, Faculty, and Alumni of Valdosta State University,

In an effort to expand the opportunities and to mature as professionals, students in the Higher Education Student Professional Association Career Guide Book, created by Brian Roberts and Georgia Lynn Wessinger in Fall 2008 for graduate students preparing for a career in Higher Education or Student Affairs. HESPA was created and founded on three pillars: networking, professional development, and fellowship. Our hope is that HESPA will not only help prepare our students for job employment, but build connections and strong relationships with other alumni and current students who are in the same field and could help with hiring or recommend Valdosta State University HESPA members.

In order to build this strong support, Higher Education Student Professional Association is proud to present the HESPA Class of 2008 Career Guide Book. This is the first year HESPA is able to produce the Career Guide Book and we hope that it will be a continuing service and guide for all of the program's students, alumni, and friends. Valdosta State University continues to produce highly qualified graduates with both academic and personal development through classroom teaching, internship and assistantship preparation, as well as group organization gatherings outside the classroom. The students featured in the HESPA Class of 2008 Career Guide Book exemplify these qualities and are well prepared to excel in the professional positions after graduation.

*We here at the Masters of Higher Education Program are proud to present to you our class, Class of 2008 and our accomplishments and enjoy the opportunity to see us succeed in Higher Education and Student Affairs throughout the country. This first edition is dedicated to Dr. Patrick Biddix for his incredible service as an academic leader in the classroom and an extraordinary student affairs representative within the Higher Education program. We hope to make you proud and thank you for all your hard work and love of the students here at Valdosta State University.*

If you have any questions regarding the HESPA program or resume book, please contact Georgia Lynn Wessinger at [glwhalen@valdosta.edu](mailto:glwhalen@valdosta.edu).

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## Chapter 1: **Jobs in Higher Education**

Academic Advisor: Extensive academic advising experience

Experience working with faculty, staff, and students in a diverse environment (Diane Guess, pg. 8)

Faculty

Financial Aid

Communications Specialist: To find a place of employment where I can utilize my skills in communication, writing, layout and design and problem solving in a positive atmosphere that encourages creativity. (Jennifer Tanner, pg. 5)

Human Resources

Legal Affairs

Vice President of Academic Affairs

## Chapter 2: Higher Education Resumes

**Jennifer L. Tanner**

4124 Sedgwyck Ln.

Valdosta, GA 31605

(229) 834-3004

**Objective:** To find a place of employment where I can utilize my skills in communication, writing, layout and design and problem solving in a positive atmosphere that encourages creativity.

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### Work Experience:

March 07 until present

Valdosta State University

- Position: Communications Specialist
- Responsibilities:
  - Public information and media relations for the university overall; writing press releases and targeting news stories to specific media and publicity outlets; writing support for the departments of marketing and development; writing/editing for alumni publications; photography; strategic communication; management of the VSU News Web site and participation on the board that oversees the editorial aspects of the VSU Web site; creation of and content management for related Web sites.

June 08 until present

The Valdosta Daily Times

- Position: Freelance journalist/photographer
- Responsibilities:
  - Conduct research/interviews in order to provide completed stories on a variety of topics and issues for the TriCounty Scene; provide photography services for the stories as well.

September 04 until March 07

The Valdosta Daily Times

Position: Journalist

Responsibilities:

Interviewing; collecting data/research; writing articles for the Sunday Business Section, Homefront (a real estate publication), local news, South Georgia Business magazine and a variety of special sections; and coordinating special sections related to business openings and/or anniversaries.

May 04 until August 04

The Valdosta Daily Times

Position: Intern

Responsibilities:

Interviewing, collecting data/research, and writing articles, specifically the Focus On column, a weekly article that spotlights a new, locally-owned and operated business.

March 02 until March 04

Convergy's Corporation

- Position: Entertainment Consultant (customer service)
- Responsibilities:

Solving general problems for customers; providing DirecTV customers with correct information regarding billing, channel options, and other satellite related information; and providing minor technical assistance over the phone.

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## **Education:**

Valdosta State University – January 2007 until May 2008

- Degree: Master of Public Administration
- Emphasis: Human Resource Management
- Course highlights: Policy analysis, quantitative methods, Human Resource Management and labor related issues.

Valdosta State University - August 2000 until December 2004

- Degree: B.F.A., Speech Communication
  - Emphasis: Public Relations
  - Special Courses: Document and Web site Layout and Design, Public Relations Writing, Business Communication, Public Relations Plans and Campaigns, various communication theory classes, Research Methods, Media Law and Public Speaking,
- 

### **Special Skills:**

- General:  
Type 70 WPM  
Professional writing and news writing.  
Layout and design of brochures, newsletters, web pages, etc...
  - Computer:  
Comfortable using Macintosh or Window's operating PCs.  
General knowledge of Microsoft Office programs, SPSS (the Statistical Package for the Social Sciences), Adobe InDesign, Adobe Photoshop and Quark.  
Beginners background in HTML code.
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**J. Diane Guess**

7203 Hall Webb Road

Hahira, Georgia 31632

(229) 444-4901

[dguess@valdosta.edu](mailto:dguess@valdosta.edu)

**Executive Summary**

- 20 years experience in student records management
- Extensive academic advising experience
- Experience working with faculty, staff, and students in a diverse environment

**Experience**

**Assistant Director**, Harley Langdale, Jr. College of Business

Administration Student Advising Center, Valdosta State University, Valdosta, GA,  
2000-present

**Student Records Clerk**, College of Business Administration, Valdosta State  
University, Valdosta, GA, 1988-2000

- Manage and maintain records for 1400+ College of Business Administration students
- Create and maintain database program for advisor/advisee list
- Order supplies and maintain office upkeep

**Education**

**Masters of Public Administration**, Fall 2007

**Bachelor of Business Administration**, Major in Management, 2000

Valdosta State University, Valdosta, GA



**Organizations/****Committees** **Administrative Assistant**, SIFE (Students In Free Enterprise), Valdosta

State University, Valdosta, GA; 2001 - present

- Maintain SIFE records for 170 student members
- Public relations representative
- Establish community service networks

**Honor's Day Committee** (2003-2004), **Faculty and Staff Campaign Committee** (2002-present), **Who's Who Nomination Committee** (2001-present), **Council on Staff Affairs (COSA)** (2005-present), **COSA Secretary** (2007-present), **Parking and Transportation Appeals Committee** (2005-present), **Recycling Committee** (2006-present), **Staff Appreciation Day Committee** (2005-present)

**References** Available Upon Request

### Chapter 3: Jobs in Student Affairs

Athletic Director

Career Services

Counselor

Director of Auxiliary Services

Director of Greek Life

Director of Student Life and Organizations

Living-Learning & Assessment Coordinator: Develop new residential success initiatives, Budget manager for residential success initiatives, Assist with coordinating existing living-learning communities, Manage and maintain database system to track all residential programs, Manage residential classroom space, Coordinate assessment strategies, Oversee operations for Brown Hall staff & residents, Budget manager for residential success initiatives, Instructor for the Emerging Leader Program, VSU 1102 ([Gala Jackson, pg.](#) )

Multicultural Affairs

Orientation Leader

Registrar

Residence Hall Director

Student Health

Vice President of Student Affairs

## Chapter4: Student Affairs Resumes

G A L A J . J A C K S O N

Phone (404) 861-3514 • E-mail: [gjjackson@valdosta.edu](mailto:gjjackson@valdosta.edu)

### QUALIFICATIONS

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Solid background in program development and implementation with emphasis in student leadership development, new student orientation programs, diversity, strategic planning, and professional development. Experience with financial management and data analysis. Strong attention to detail, extensive organization skills, and superior oral and written communication.

### EDUCATION

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**08/06-05/08 Valdosta State University Valdosta, GA**

*M. Ed. in Higher Education Leadership*

- **Area of Concentration: Student Success Initiatives**
- Intern for the Vice President for Finance and Administration, 2008
- Intern for Office of Orientation and Leadership Programs, 2007

**08/02-05/06 Valdosta State University Valdosta, GA**

*B.F.A. in Speech Communication: Organizational Communication*

- **Magna Cum Laude Honor Graduate**
- **Area of Concentration: Organizational Development**
- Wesley Ren Christie Scholarship Recipient, 2005-2006
- Intern for the Valdosta-Lowndes County Chamber of Commerce, 2005
- Executive Chair of LeaderQuest, 2004-2005
- Student Assistant for the Dean of Students Office, 2003-2005
- Orientation Leader, 2003-2004
- On-campus resident, 2002-2004
- President's First Year Scholar, 2002-2003

### WORK EXPERIENCE

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**06/08-Current Valdosta State University Valdosta, GA**

*Living-Learning & Assessment Coordinator, Office of Housing and Residence Life*

*Interim Complex Director for Brown Hall, Office of Housing and Residence Life*

- Develop new residential success initiatives
- Budget manager for residential success initiatives
- Assist with coordinating existing living-learning communities
- Manage and maintain database system to track all residential programs
- Manage residential classroom space
- Coordinate assessment strategies
- Oversee operations for Brown Hall staff & residents
- Budget manager for residential success initiatives
- Instructor for the Emerging Leader Program, VSU 1102
- Chair, of Living-Learning Campus Partners Committee
- Co-Advisor for ODK Leadership Circle
- Financial Aid Committee member

**01/08-05/08 Valdosta State University Valdosta, GA**

*Graduate Assistant, Office of Orientation and Leadership Programs*

- Teaching Assistant for First-Year Programs
- Program Liaison for Georgia statewide LeaderShape Conference
- Committee member to reinstate ODK Leadership Circle
- Graduate Student Advisor for Orientation & Leadership Programs

**02/07-01/08 Valdosta State University Valdosta, GA**

*Administrative Coordinator, Office of Strategic Planning and Organizational Development*

- Assist university administration with establishing strategic goals and entering goals into the strategic planning database
- Qualitative data analysis of strategic goals
- Assist with strategic allocation of university funds
- Assist with the development and presentation of professional development programs for university staff
- Assist with special presidential projects and reports as assigned
- Hire, train, and supervise graduate assistants
- Manage office budget
- Maintain office website
- Perform general administrative office duties
- Graduate Student Advisor for LeaderQuest, a Emerging Leader Program

**08/06-02/07 Valdosta State University Valdosta, GA**

*Program Coordinator, Division of Public Services*

- Conduct needs assessment, design, develop, implement, and evaluate non-credit professional development, and children's programs
- Recruit program instructors
- Develop marketing material and promote programs
- Prepare and manage multiple program budgets

**06/06-08/06 Georgia Power Company Valdosta, GA**

*Temporary Customer Service Representative*

- Perform excellent customer service receiving bill payments and assisting with customer needs

**08/05-01/06 Valdosta-Lowndes County Chamber of Commerce  
Valdosta, GA**

*Business Development Assistant Coordinator*

- Assist and independently coordinate chamber meetings, projects, and special events to recruit businesses to the South Georgia region

## **PROFESSIONAL MEMBERSHIPS & AFFILIATIONS**

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- National Orientation Director's Association
- National Association for Student Personnel Administrators

## **COMMUNITY INVOLVEMENT**

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- Valdosta State University Alumni Association Board of Directors
- Interim Director of CONNECT, Southland Church College Ministry
- Member of MetroOne, Valdosta-Lowndes County Chamber of Commerce

## Chapter 5: Websites

The websites are available to use to look for employment as well as conferences and career fairs. For further help, you can always contact VSU Career Services for further information and guidance.

1. <http://www.bls.gov/oco/home.htm>- This website can help you find a job in either Higher Education or Student Affairs. It has a great search bar where you can plug in any job title and it will find open positions.
2. [www.higheredjobs.com](http://www.higheredjobs.com)- allows job seekers and job posters in higher education find each other. So if you are looking for a job or need to post one, this is your site.
3. <http://jobs.studentaffairs.com/>-StudentAffairs.com is a great starting point for college student affairs professionals, offering information on and links to over 600 list serves and websites. Here you can search information for Position Listings, view
4. <http://www.naspa.org/>-NASPA is the largest professional association for student affairs administrators, faculty and graduate students. It has over 11,000 members at 1,400 campuses, and represents 29 countries. This organization allows you to participate in an online placement exchange as well as register for the annual conference and attend a placement exchange there.
5. <http://www.myacpa.org/>-American College Personnel Association (ACPA) is an organization that serves as a professional development center for the student affairs community. Here you can learn about research as well as graduate preparation and career placement.

## Chapter 6: **Calendar of Events**

### Career Fairs, Workshops, Seminars, and Conferences

This page provides links to the schedules for seminars offered throughout the VSU campus designed to foster students' personal, academic and professional success.

[Career Services](#) - Career Services offers seminars on resume writing, interviewing skills, applying for graduate school and many other areas related to professional growth.

[Counseling Center](#) - The Counseling Center offers a variety of seminars and workshops. These programs are generally designed to address the normal developmental needs of college students and they emphasize personal understanding and skill development.

[Student Success Center](#) - The Student Success Center offers seminars designed to help students best use their time and improve overall academic performance. Topics include time management, study skills, and effective reading and writing skills. PowerPoint presentations of these workshops are available by clicking [here](#).

## Chapter 7: Additional Resources and Tips

### CAREER SERVICES AND COOPERATIVE EDUCATION

#### Sections of a Resume

##### A. Heading

1. Include name, address, phone number, and email address. Make sure the information is current.
2. Let anyone who may answer your phone (roommates, parents, friends) know you will be expecting phone calls from potential employers! Make sure they take a complete and accurate message and are professional and polite.
3. Be professional when answering your phone or recording the outgoing message on your answering machine – no music in the background, no sarcastic messages, etc.

##### B. Objective

1. Optional on the resume. Must be stated in the cover letter.
2. Be clear and concise. Simply state the position/career field for which you are applying.

##### C. Education

1. Include degree, major (minor) or program, school, and graduation date (month/year).
2. Spell out the degree you are receiving and include GPA if it is 3.0 or higher.
3. If you worked while attending college, you may want to include a brief statement indicating such. This would help account for a low GPA or little involvement in outside activities.
4. May also include an additional section listing titles of relevant courses (3000 level and above only) or descriptions of academic projects.

##### D. Work Experience

1. Include company name, city and state it's located in, your title, date of employment, and duties.
2. List each job in reverse chronological order (starting with most recent).
3. Duties may be listed as bullets or in paragraph form. However, bullets are advised in most cases for easier reading.

##### E. Skills

1. Consider skills you have in communication/conflict resolution, computers, leadership, foreign languages, etc.
2. Try to give three to five statements describing these skills or others related to your objective.
3. Not only are skills developed from paid employment but through volunteer work, internships, activities, and coursework as well.

##### F. Honors and Activities

1. Include any organizations or committees in which you have been involved.
2. Provide information on any offices that you have held or any other forms of leadership. May be listed in bullet or paragraph form. If there are too many, list only the most relevant or create two sections.

Writing an Effective Resume Page 2

##### G. References



1. You may simply state “References available upon request.” You may also choose to leave this section off. However, be prepared to provide references during the interview or when asked by an employer.
  2. If you choose to include references with your resume, list them on a separate sheet of paper. Include the individual’s name, title, organization, address, and phone number as listed below. You’ll need 3-5 professional references and should request permission before listing an individual as a reference.
- Mr./Ms./Dr. Name, Title  
 Organization  
 Address  
 Telephone Number  
 Relationship: Academic Advisor, Current Supervisor, etc.  
 \*Under Relationship include a brief description (as shown above) to indicate how that individual knows you.

### **Types of Resumes**

**Chronological** – Focuses on work history. This format is useful if you are currently working or have worked recently and the work experience is related to your job objective.

**Functional** – Focuses on your skills and qualifications rather than your actual employment. A functional format is beneficial if you have been out of work for a length of time, if you have worked for the same company for numerous years, or if you have held several unrelated jobs. If you utilize this format, you will want to provide three to five skill sets and elaborate on how you have developed such skills.

**Combination** – Utilizes components of the above two formats. Typically used by individuals who have a strong background and find certain characteristics of each useful. A list of skills is provided in addition to describing any relevant experience.

### **Points to Remember**

#### **DO DON’T**

Provide information that is positive and relevant to the job objective.

Provide the reader with your life history or negative information that is not required.

Make use of spacing, bold, capitalization, italics, and indentation to make the resume visually appealing.

Overuse different fonts, graphics, etc. in a way that becomes distracting.

Try to limit to one or two pages. The employer will

not take the time to read your resume word for word and is not likely to glance at it if it is too lengthy. Include information that is irrelevant simply to fill space. Also, the resume is not a confessional. Do not include information that might be construed negatively if it is not required.

Use correct terminology related to the industry you are interested in.

Misuse words simply because it sounds impressive or abbreviate terms even when used correctly.

Print resume on 8 1/2" X 11" paper. White is preferred but neutral colors are acceptable. Also, do not print in colored ink.

Use paper of an unusual size or color. Fluorescent colors, dark paper, and colored ink are not viewed as professional.

PROOFREAD!!! Check your resume for grammar, punctuation, and spelling. Ask others to critique it. Assume the computer spell check will catch every mistake.

Leave out information regarding ethnicity, religion, marital status, and age.

Include a photograph or physical description of yourself.

## Writing an Effective Resume

### ACTION WORDS

Refer to the list below for help in selecting the right word when writing your resume and cover letter.

Remember that the words you use must convey the skills you have developed that are applicable to the position you are applying for.

Ability

Accomplish

Account

Achieve

Active

Adapt

Advise

Analyze

Answer

Apply

Approve	Develop	Log
Arbitrate	Devise	Maintain
Arrange	Diagnose	Manage
Assemble	Direct	Manipulate
Assess	Discover	Manufacture
Assign	Distribute	Measure
Audit	Edit	Mediate
Build	Effective	Memorize
Calculate	Elaborate	Modify
Capacity	Eliminate	Monitor
Categorize	Encourage	Motivate
Chart	Establish	Negotiate
Classify	Estimate	Obtain
Coach	Evaluate	Offer
Code	Examine	Operate
Collaborate	Expand	Order
Collect	Expedite	Organize
Communicate	Explain	Originate
Competent	Facilitate	Outline
Compile	File	Participate
Complete	Formulate	Perform
Compose	Found	Persuade
Compound	Gather	Pertinent
Compute	Generate	Plan
Conceive	Guide	Prepare
Conduct	Handle	Prescribe
Confirm	Help	Present
Conserve	Identify	Print
Consistent	Illustrate	Process
Consolidate	Implement	Produce
Construct	Improve	Proficient
Consult	Increase	Promote
Contribute	Influence	Propose
Control	Initiate	Protect
Coordinate	Install	Prove
Copy	Institute	Provide
Correspond	Instruct	Qualify
Counsel	Interact	Realize
Create	Interpret	Receive
Decide	Interview	Recommend
Decrease	Invent	Record
Define	Invest	Recruit
Delegate	Investigate	Reduce
Deliver	Judge	Refer
Demonstrate	Launch	Regulate
Design	Lead	Reinforce
Detect	Lecture	Relate
Determine	Locate	Reorganize

Repair	Serve	Technical
Represent	Set	Test
Research	Simplify	Train
Resourceful	Solve	Translate
Respond	Spearhead	Troubleshoot
Restore	Speculate	Tutor
Retrieve	Sponsor	Unite
Revamp	Study	Utilize
Review	Substantial	Vault
Revise	Succeed	Verify
Revitalize	Summarize	Versatile
Route	Supervise	Vigorous
Schedule	Supply	Volunteer
Search	Support	Write
Select	Synthesize	
Sell	Teach	

Writing an Effective Resume

## **CHRONOLOGICAL RESUME SAMPLE**

### **NAME**

1500 N. Patterson St.  
Valdosta, GA 31698  
(229)123-4567

**OBJECTIVE** To obtain a Management-Trainee position.

**EDUCATION** *Bachelor of Business Administration, Management GPA 3.0 May 2007*

Valdosta State University Valdosta, GA

-Completed 5 week study abroad in Guadalajara, Mexico studying Spanish culture and language.

### **RELEVANT**

#### **EXPERIENCE Hibbett Sports Valdosta, GA**

*Assistant Manager 2005-Present*

- Oversee store opening/closing procedures to including daily cash flow, inventory control, and facility security.
- Assist in hiring, training, and supervising new employees.
- Prepare nightly sales reports and deposits of approximately \$5,000.
- Resolve customer and/or employee disputes according to company policies and guidelines.

*Sales Associate 2003-2005*

- Assisted customers with merchandise purchases and exchanges.
- Operated cash register and processed cash, credit, debit, and check transactions.
- Marketed benefits of store credit accounts to customers.
- Developed creative product displays to promote sale and seasonal items.
- Inventoried and replenished floor merchandise.

**ACTIVITIES** Society for Human Resource Management, *President-VSU Chapter*  
Student Government Association, *Vice-President*

**HONORS** Beta Gamma Sigma (*Business Honor Society*), Dean's List

**REFERENCES** Available upon request.  
Writing an Effective Resume

## **FUNCTIONAL RESUME SAMPLE**

### **NAME**

1500 N. Patterson St. Valdosta, GA 31698 (229)123-4567

### **OBJECTIVE**

Seeking a Counselor position.

### **EDUCATION**

Valdosta State University Valdosta, GA

*Master of Science, Counseling & Guidance GPA 3.8 May 2007*

*Bachelor of Science, Psychology GPA: 3.0 December 2005*

- Worked 30 hours per week while attending school.

### **RELEVANT SKILLS**

#### **Interpersonal Communication**

- Provided counseling and conflict resolution to residents. Made referrals to community and campus resources as appropriate.
- Presented diversity seminar to fellow resident assistants at the Georgia Resident Assistant Saturday Seminar.
- Possess 3 years experience addressing customer requests and complaints in food industry.

#### **Leadership**

- Educated residents about campus and housing policies.
- As Student Government Vice-President, presided over committee developed to increase student voting. Reached goal of 33% increase in student turnout.
- Hired, trained, and supervised new employees in job tasks, organizational policies, and procedures.

#### **Organization/Planning**

- Developed and implemented 8 programs per semester for campus residents addressing social interactions, physical fitness, and personal development.
- Organized week long check-in process to insure that 500 residents were moved into dorm in a timely manner.
- Oversaw allocation of housing budget (\$10,000-\$15,000) for educational programs, staff training, and employee salaries.

### **EMPLOYMENT HISTORY**

*Resident Hall Director, VSU-Office of Housing & Residence Life, Valdosta, GA 2005-2007*

*Resident Assistant, VSU-Office of Housing & Residence Life, Valdosta, GA 2003-2005*

*Trainer/ Server, Red Lobster, Valdosta, GA 2000-2003*

### **ACTIVITIES**

Psychology Club; Student Government Association, *Vice-President*; Dean's Lis

## **CHRONOLOGICAL-FUNCTIONAL RESUME SAMPLE**

### **NAME**

1500 N. Patterson St. (229) 123-4567

Valdosta, GA 31698 jdoe@valdosta.edu

**OBJECTIVE** To obtain position as Office Manager in medical practice.

**EDUCATION** Valdosta State University Valdosta, GA July 2008

*Bachelor of Science, Administrative Services GPA 3.25*

Valdosta Technical College Valdosta, GA June 1981

*Associate of Applied Science, Marketing Management*

### **RELEVANT SKILLS**

- Over 20 years experience resolving customer and employee disputes utilizing interpersonal and conflict resolution skills.
- Strong management background with 8 years experience hiring, training, and supervising up to 20 personnel.
- Proficient in utilizing Microsoft Word and standard office equipment.

### **RELEVANT EXPERIENCE**

#### **Family Medical Group Valdosta, GA 07/2006-Present**

*Receptionist (Part-time)*

- Manage appointment scheduling for three physicians and one nurse practitioner.
- Contact patients and insurance companies to collect payments on outstanding balances.
- Post payments and adjustments to patient accounts.
- Ensure patient files are properly coded with appropriate ICD-9 codes and filed accordingly.
- Inventory and purchase office supplies.

### **PREVIOUS EMPLOYMENT**

Wal-Mart Valdosta, GA 04/2002-06/2006

*Inventory Control Specialist, Support Team Leader*

Kmart Valdosta, GA 03/1998-04/2002

*Overnight Supervisor, Replenishment/Hardlines Manager*

Handleman Company Conyers, GA 11/1982-01/1998

*Sales Representative*

Writing an Effective Resume

### **Writing a Cover Letter**

A cover letter is essential when you are not able to personally give your resume to the prospective employer. Your cover letter should be personal and convey to its reader what you know about the employer or organization and how you will best fit in with the organization. The letter should be three to four paragraphs in length and should fulfill four goals.

1. **Make direct contact between you and the person you are writing to.** This first paragraph should contain information on the position you are applying for and how you discovered the position (i.e. newspaper ad, mutual acquaintance, or webpage). If the position has not been advertised then this paragraph should state the type of position you're interested in and alert the reader to the characteristics of the organization that appeal to you.
2. **Present your skills, experiences, and special attributes as they relate to the needs of the employer.** The body of the cover letter should show the employer that you have researched the company and the position. Using the information from your research describe your skills and experience in terms of how you can benefit the company. The prospective employer will want to know why he/she should hire you. *Do not restate your resume!* Share with the employer your goals as they relate to the employer's goals or mission, your knowledge about their products and/or services, and your knowledge about the industry as a whole.
3. **Refer the reader to the enclosed resume.**
4. **Initiate direct contact with person reading the letter.** Many individuals leave it up to the employer to make the initial contact. This can be viewed as a passive attitude. It is much more assertive and direct to state a date that you will contact the employer to confirm receipt of your resume and discuss what opportunities might be available to you. *However, some employers may request that you do not call. In this instance, do not call.* Remember, you want to be assertive not

aggressive.

### **DO DON'T**

Address it to an individual. "To Whom It May Concern" is not as personal as a name.

Use a form letter for every application. You should tailor it to the job description and the company.

Call to find out the name and title of the individual who will be receiving your resume.

If the company requests no phone calls then do not call.

Sometimes addressing the letter "To Whom It May Concern" or to the Personnel Manager is unavoidable.

Keep it brief but thorough. Repeat your resume. Rather, expand on one or two things in your resume that the employer would find impressive.

Make sure the final copy is professional. Use quality paper, use a business letter format, and sign the letter.

Make any mistakes. Make sure you check grammar, spelling, punctuation, etc.

Writing an Effective Resume Page 8

### **LETTER OF APPLICATION**

(also known as a Cover Letter or Letter of Inquiry)

178 Smith Avenue  
Valdosta, GA 31602

(229) 333-1234

May 16, 2007

Ms. Mary Jones

Personnel Director

XLT Corporation

1100 Main Street

Atlanta, GA 30033

Dear Ms. Jones:

I am interested in applying for your management trainee position recently advertised in the *Macon Telegraph*. The skills I have acquired from my work experience, coupled with my academic background, support my interest in the production management field.

As you can see from my resume, I recently completed an internship with XYZ Corporation.

Through my internship, I had the opportunity to receive training in a variety of areas to include staffing, production scheduling and procurement of materials. This valuable experience solidified my interest in production management.

I also have had the opportunity to develop and hone my communication and leadership skills as Vice President of the Student Government Association. Serving as a leader for over 8,500 undergraduate students was a great boot camp to develop the skills that will be essential for the production environment.

I appreciate your review of my application materials. I look forward to meeting with you to discuss my skills and experiences.

Sincerely,

John B. Taylor

John B. Taylor

Enclosure

## Chapter 8: Job Openings

University Positions

[WWW.COLLEGECENTRAL.COM/VALDOSTA](http://WWW.COLLEGECENTRAL.COM/VALDOSTA)

### STUDENT REGISTRATION INSTRUCTIONS

All students are eligible to use the **Valdosta State University** online job board after completing the following registration process through a site that has been specially designed by College Central Network. **You must have an email address to register.** Follow these simple steps:

- Go to: **[www.collegecentral.com/valdosta](http://www.collegecentral.com/valdosta)**
- Select the **Student** icon, and read the information and announcements on the next page.
- Go to the **Register Now** link.
- Verify the pre-filled school name.
- Create an **Access ID** and a **Password** that you will remember. Don't use your Soc. Sec. #.
- Then **Continue Registration**.