MAST ACADEMY OUTREACH

MIDDLE SCHOOL PROGRAM

Adventures Aboard
The
Land SHARC
(Science Hands-On And Related Careers)

Post-Site Package

MAST Academy

Maritime and Science Technology High School

Miami-Dade County Public Schools

Miami, Florida

MAST ACADEMY OUTREACH
LAND SHARC POST-SITE PACKAGE
MIDDLE SCHOOL

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TEACHER INSTRUCTIONS
LAND SHARC POST-SITE PACKAGE
MIDDLE SCHOOL

1. The post-site activities integrate learning about marine careers with the skills needed to write a want ad, a resume, a cover letter, and a thank you letter. It also integrates skills needed for a successful interview.

2. The three interviews with scientists on pages 2 - 4 can be used in several ways. Students can read them silently or they can take turns reading sections aloud. You can have students role-play the parts of interviewer and interviewee (scientist.) Another strategy is for students to use the activity, "Careers Summary," on page 5 as they read or listen to the interviews. This can be then be used as a reference when writing the want ad, the resume, the cover letter, and the thank you letter.

3. After reading the interviews, each student is to choose a career and write a want ad for a job in that career using the activity sheet "This Job Wants You!" on page 6.

4. After writing the want ad, each student is to create a resume in response to the want ad using the activity sheet, ""This Is Me," on page 7. Descriptions and samples of resumes are given on pages 8 - 11.

5. After writing the resume, each student is to create a cover letter using the activity sheet, "An Introduction To Me," on page 12. A description and sample cover letter is on page 13 - 14.

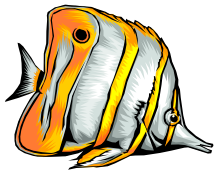
6. After writing the cover letter, each student is to imagine that he/she has an interview scheduled for the position identified in the want ad. Each student is to create an interview script using the activity sheet, "Let's Talk About Me," on page 15.

7. After writing the interview, each student is to write a thank you letter to the imaginary interviewer using the activity sheet, "Thanks For Listening," on page 16. A sample thank you letter is on page 17.

8. A suggested method for scoring the activities is to use the rubrics on pages 18 - 19. Incorporate the score for the post-site activities into the scores for the pre- and on-site activities. A Participation Data/Certificate Request Form will be mailed to you after the date of your Land SHARC visit. Record percent scores for all participating students on this form. Certificates of Recognition will be awarded to all students earning a percent score of 80% or above.

9. Send the Land SHARC Evaluation Form on page 21 to: MAST Academy Outreach, Mail Code 7161 or fax to 305-365-9409.

"So You Want To Be A Marine Biologist"



Marine biologists study the biology of and the interrelationships between marine organisms that live in the ocean. Here's some advice from Greg Szulgit, former Scripps Institution of Oceanographer graduate marine biology student.

"Let me begin by saying that marine biology is a very diverse field. Many of the questions I often hear have a broad range of answers. For instance, many people ask me if a marine biologist SCUBA dives often. That depends on the type of research he/she is conducting. A scientist studying fish populations around a coral reef does SCUBA dive often. A marine biologist studying the effects of a toxin on fish might spend most of his/her time in a lab.

I would also point out that I am a researcher. Many marine biologists teach, manage fisheries, work in aquaria, etc. I will answer most of the questions from this perspective."

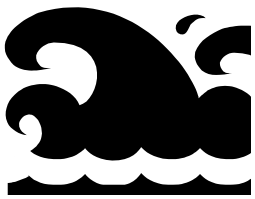
Q: How many years in college are needed to become a marine biologist?
A: "Lots. Your undergraduate degree should be in biology or marine biology, if possible. It is important for you to attend an institution that is near a "hot spot" in marine biology so that you can volunteer to work with prominent marine biologists. Then specialize in marine biology for your Masters Degree. If you want to become a technician, a Masters Degree will do. A Ph.D. is almost always essential to become an independent scholar who can supervise research projects or be a well-placed official in an environmental agency, etc."

Q: What classes should one take to be a marine biologist?
A: "Lot of biology, of course. But you will also need chemistry, physics, and mathematics (at least to calculus.) Computer, technical/electrical, and typing skills would also be helpful."

Q: What special attributes or skills are necessary to be a successful marine biologist?
A: "One has to be a curious and independent thinker. A scientist does not accept a conclusion until he/she has enough evidence. A marine biologist has to be clever and creative to dream up experiments. Also, a marine biologist must be a "go-getter." They cannot wait around passively for somebody to tell them what to do about a research problem. They have to take the initiative."

Q: What other types of experiences are necessary to be a successful marine biologist?
A: "I feel the most important primer is to get as much research experience as possible. Working out in the field will give you the background needed for data collection and problem-solving. In the summer of your junior or senior year make sure that you get a summer job or take a course in a marine lab. This will do more for you than any five marine biology courses in college. "

"So You Want To Be An Oceanographer"



Physical oceanographers study oceanic circulation, its influence on biological and chemical processes, and the interaction of the ocean with the atmosphere.

Chemical oceanographers study natural and man-made chemical compounds in the ocean's waters and sea floor, interactions of atmospheric compounds with the ocean's surface, and dissolved and suspended materials in the water.

Geological oceanographers study the shape and material of the sea floor, the origin of sea floor sediments, and causes of geological formations.

Biological oceanographers study the diversity of sea life, distributions and patterns of biological populations, influence of physical parameters such as light and currents on organism growth, nutrient availability and food webs, and relationships of plant and animal species in the oceans.

Here's some advice from several oceanographers from the different fields of oceanography.

Q: How many years in college are needed to become an oceanographer?
A: "Get a good undergraduate degree in a basic science such as chemistry, physics, biology, or geology. Then specialize in oceanography for a Master's Degree. To do research, you will need a Ph.D. in one of the fields of oceanography." - Chemical Oceanographer

Q: What classes should one take to be an oceanographer?
A: 'I would listen to the people who tell me to take more math. I would pay more attention, and keep up with it. Calculus, statistics, and differential equations are useful."
-Biological Oceanography graduate student
"Coming into oceanography with a good knowledge of computers will be a real benefit to your work. You could find yourself using a variety of programs and operating systems."
-Physical Oceanographer
"The types of classes on your transcripts are important and having braved some of the harder science classes is sure to earn you a few points." Physical Oceanographer

Q: What special attributes or skills are necessary to be a successful oceanographer?
A: "A vital talent is writing. Students and faculty agree that the ability to communicate is very important, and they place writing and public speaking high on the list of recommended skills." Biological Oceanographer Professor

Q: What other types of experiences are necessary to be an oceanographer?
A: "Summer field experience is important. If a student wants to attend grad school, it is better to participate in or even volunteer for a field program than to work at a job that pays a little. The hands-on approach in a lab or in a summer field study class is by far the best introduction into science." Geological Oceanography Professor

"So You Want To Be A Marine Mammal Scientist"

There are about 100 species of aquatic or marine mammals that depend on fresh water or the ocean for part or all of their life. These species include pinnipeds, which are seals, sea lions, and walrus; cetaceans, which are baleen and toothed whales, dolphins, and porpoises; and sirenians, which are manatees. Marine mammal scientists try to understand these animals' genetics, systematic, and evolutionary relationships; population and community dynamics; anatomy and physiology; behavior; geographic distribution; and management and conservation. Below is an interview with a marine mammal scientist.

Q: How many years in college are needed to become a marine mammal biologist?

A: "Most entry-level marine mammal jobs, such as animal care specialist, animal trainer, or lab technician, require a Bachelor's Degree, with a major in biology, chemistry, physics, geology, or psychology. The Master's Degree is usually the first opportunity to specialize in marine mammal science. The M.S. degree can facilitate individual work with marine mammals, such as designing research projects, supervising field studies, or developing management plans. The acquisition of a Ph.D. provides more opportunities, such as coordination of government and industry programs, management positions in aquaria or museums, and management of research programs.

Q: What classes should one take to be a marine mammal biologist?

A: "A student must first become a scientist before specializing in marine mammals. Generally, undergraduate students should concentrate on a basic science curriculum maintaining a high grade point average to gain admission to a graduate school. A minor in any science, computer science, mathematics, statistics, or engineering also can be helpful. For the Master's Degree, students who have dual majors or interdisciplinary training have more employment opportunities. For example, a graduate degree in statistics can be useful for entering the field of population assessment. A degree in electrical engineering can be useful for bioacoustic research."

Q: What special attributes or skills are necessary to be a successful marine mammal biologist?

A: "Marine mammal scientists are hired because of their skills as scientists, not because they like marine mammals. Persistence, patience, and inquisitiveness make the most qualified individuals. Often developing a specialized scientific skill or technique, such as acoustics analysis, biostatistics, or biomolecular analyses, provides a competitive edge. Good language and technical writing skills are essential. Many people are surprised by the amount of writing involved in marine mammal professions. Because marine mammals are found worldwide, foreign language training is useful. SCUBA certification and boat-handling experience are also a plus."

Q: What other types of experiences are necessary to be a successful marine mammal biologist?

A: "At the undergraduate level, practical experience can be gained by volunteering at federal, state, or local organizations. For example, volunteer as a lab assistant for a research project or at an aquarium, zoos, or museums. This provides practical skills, an employer reference, a network of contacts, and helps determine if this type of work is for you."

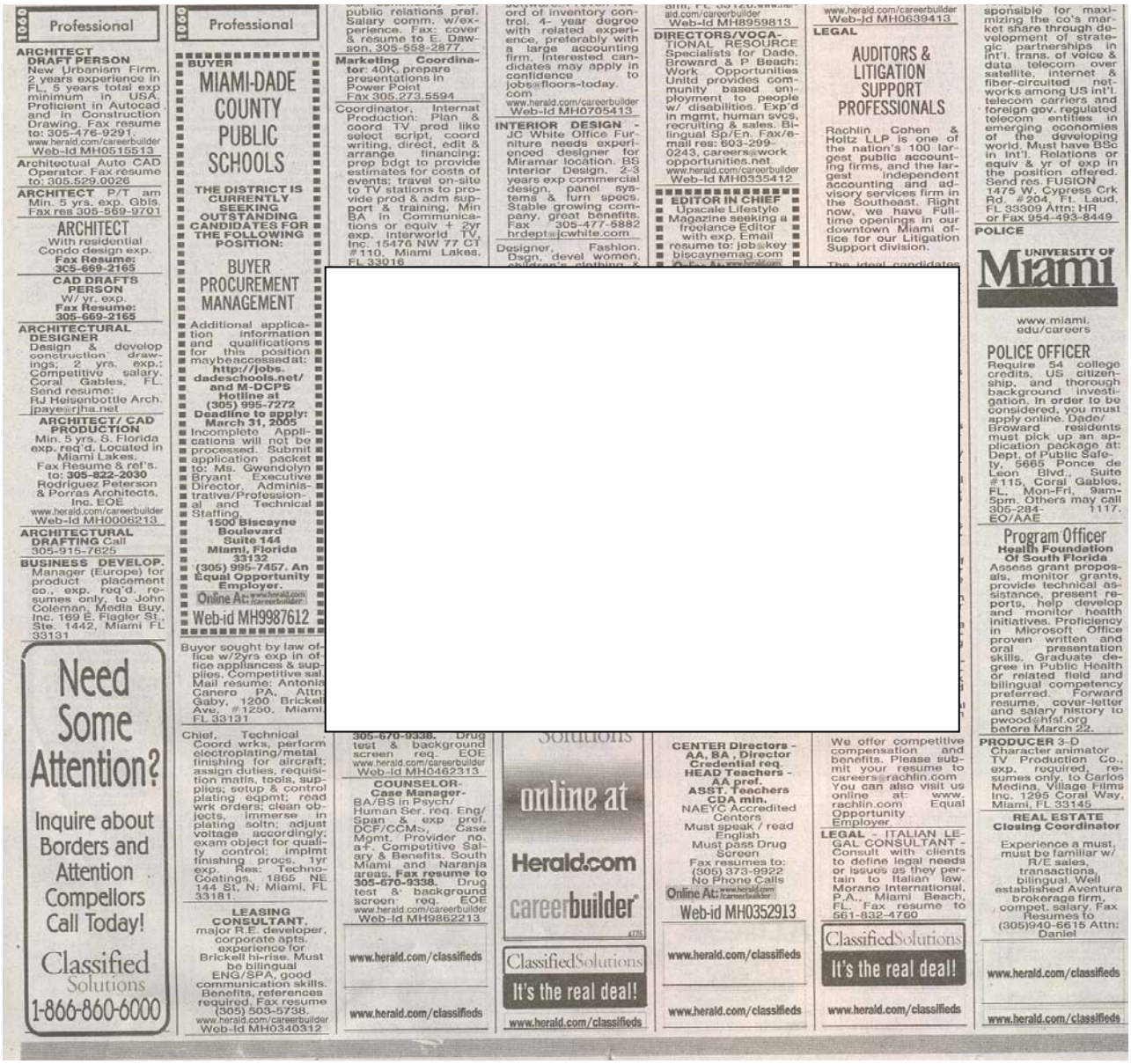
Careers Summary

As you read the careers interviews, complete the table below with details about each career. Use this table as an easy reference as you complete the activities that follow.

	Marine Biologist	Oceanographer	Marine Mammal Scientist
Education			
Classes			
Attributes/ Skills			
Other Experiences			

"This Job Wants You!"

1. Choose one of the careers highlighted in the "Interviews with Scientists" activity.
2. Create a want ad for an entry-level job in that career. To receive full credit, you must be realistic and you must be specific as possible about the job title, the job description and qualifications for the position. Include contact information. Write your ad directly in the blank box in the center of the want ads below.
3. Read some of the ads below for ideas for wording your ad and for using abbreviations, etc. You can also read want ads in the newspaper for examples.



Professional

ARCHITECT DRAFT PERSON New Urbanism Firm, 2 years experience in FL, 5 years total exp minimum in USA. Proficient in Autocad and in Construction Drawing. Fax resume to: 305-476-9291. www.herald.com/careerbuilder Web-Id MH0515513

Architectual Auto CAD Operator. Fax resume to: 305.529.0026

ARCHITECT P/T am Min. 5 yrs. exp. Gbls. Fax res 305-569-9701

ARCHITECT With residential Condo design exp. Fax Resume: 3C5-669-2165

CAD DRAFTS PERSON W/ yr. exp. Fax Resume: 305-669-2165

ARCHITECTURAL DESIGNER Design & develop construction drawings; 2 yrs. exp.; Competitive salary; Coral Gables, FL. Send resume: RJ Heisenbottle Arch. jpaye@rjha.net

ARCHITECT/ CAD PRODUCTION Min. 5 yrs. S. Florida exp. req'd. Located in Miami Lakes. Fax Resume & ref's. to: 305-822-2030 Rodriguez Peterson & Porras Architects, Inc. EOE www.herald.com/careerbuilder Web-Id MH0006213

ARCHITECTURAL DRAFTING Call 305-915-7625

BUSINESS DEVELOP. Manager (Europe) for product placement co., exp. req'd, resumes only, to John Coleman, Media Buy, Inc. 169 E. Flagler St., Ste. 1442, Miami FL 33131

Need Some Attention?

Inquire about Borders and Attention Compellors Call Today!

Classified Solutions

1-866-860-6000

Professional

BUYER

MIAMI-DADE COUNTY PUBLIC SCHOOLS

THE DISTRICT IS CURRENTLY SEEKING OUTSTANDING CANDIDATES FOR THE FOLLOWING POSITION:

BUYER PROCUREMENT MANAGEMENT

Additional application information and qualifications for this position maybeaccessed at: http://jobs.dadeschools.net/ and M-DCPS Hotline at (305) 995-7272 Deadline to apply: March 31, 2005 Incomplete Applications will not be processed. Submit application packet to: Ms. Gwendolyn Bryant Executive Director, Administrative/Professional and Technical Staffing 1500 Biscayne Boulevard Suite 144 Miami, Florida 33132 (305) 995-7457. An Equal Opportunity Employer.

Online At: www.herald.com/careerbuilder Web-Id MH9987612

Buyer sought by law office w/2yrs exp in office appliances & supplies. Competitive sal. Mail resume: Antonio Canero PA, Attn: Gaby, 1200 Brickell Ave., #1250, Miami FL 33131

Chief, Technical Coord wrks, perform electroplating/metal finishing for aircraft; assign duties, requisition matls, tools, supplies; setup & control plating eqpmt; read wrk orders; clean objects, immerse in plating soltn; adjust voltage accordingly; exam object for quality control; implmt finishing procs. 1yr exp. Res: Technocoatings, 1865 NE 144 St, N. Miami, FL 33181.

LEASING CONSULTANT major R.E. developer, corporate apts. experience for Brickell hi-rise. Must be bilingual ENG/SPA, good communication skills. Benefits, references required. Fax resume (305) 503-5738. www.herald.com/careerbuilder Web-Id MH0340312

public relations pref. Salary comm. w/experience. Fax: cover & resume to E. Dawson, 305-558-2877.

Marketing Coordinator: 40K, prepare presentations in Power Point Fax 305.273.5594

Coordinator, Internat Production: Plan & coord TV prod like select script, coord writing, direct, edit & arrange financing; prep bdgt to provide estimates for costs of events; travel on-site to TV stations to provide prod & adm support & training. Min BA in Communications or equiv + 2yr exp. Interworld TV, Inc. 15476 NW 77 CT #110, Miami Lakes, FL 33016

305-670-9338. Drug test & background screen req. EOE www.herald.com/careerbuilder Web-Id MH0462313

COUNSELOR-Case Manager-BA/BS in Psych/ Human Ser. req. Eng/Span. & exp prof. DCF/CCMs, Case Mgmt. Provider no. a+. Competitive Salary & Benefits. South Miami and Naranja areas. Fax resume to 305-670-9338. Drug test & background screen req. EOE www.herald.com/careerbuilder Web-Id MH9862213

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ord of inventory control, 4- year degree with related experience, preferably with a large accounting firm. Interested candidates may apply in confidence to jobs@floors-today.com www.herald.com/careerbuilder Web-Id MH0705413

INTERIOR DESIGN - JC White Office Furniture needs experienced designer for Miramar location. BS Interior Design. 2-3 years exp commercial design, panel systems & furn specs. Stable growing company, great benefits. Fax 305-477-5882 hrdept@jcwhite.com

Designer, Fashion. Dsgn. devel women, children's clothing &

Solutions online at Herald.com careerbuilder

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ald.com/careerbuilder Web-Id MH8959813

DIRECTORS/VOCATIONAL RESOURCE Specialists for Dade, Broward & P Beach: Work Opportunities United provides community based employment to people w/ disabilities. Exp'd in mgmt, human svcs, recruiting & sales. Bilingual Sp/En. Fax/e-mail res: 603-299-0243, careers@work opportunities.net www.herald.com/careerbuilder Web-Id MH0335412

EDITOR IN CHIEF Upscale Lifestyle Magazine seeking a freelance Editor with exp. Email resume to: job@key biscaynemag.com

CENTER Directors - AA, BA, Director Credential req. HEAD Teachers - AA pref. ASST. Teachers CDA min. NAEYC Accredited Centers Must speak / read English Must pass Drug Screen Fax resumes to: (305) 373-9922 No Phone Calls Online At: www.herald.com/careerbuilder Web-Id MH0352913

www.herald.com/classifieds

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LEGAL

AUDITORS & LITIGATION SUPPORT PROFESSIONALS

Rachlin Cohen & Holtz LLP is one of the nation's 100 largest public accounting firms, and the largest independent accounting and advisory services firm in the Southeast. Right now, we have Full-time openings in our downtown Miami office for our Litigation Support division.

We offer competitive compensation and benefits. Please submit your resume to careers@rachlin.com You can also visit us online at: www.rachlin.com Equal Opportunity Employer

LEGAL - ITALIAN LEGAL CONSULTANT - Consult with clients to define legal needs or issues as they pertain to Italian law. Morano International, P.A., Miami Beach, FL. Fax resume to 561-832-4760

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sponsible for maximizing the co's market share through development of strategic partnerships in int'l. trans. of voice & data telecom over satellite, internet & fiber-circuited networks among US int'l. telecom carriers and foreign gov. regulated telecom entities in emerging economies of the developing world. Must have BSc in Int'l. Relations or equiv & yr of exp in the position offered. Send res. FUSION 1475 W. Cypress Crk Rd. #204, Ft. Laud, FL 33309 Attn: HR or Fax 954-493-8449

POLICE

UNIVERSITY OF Miami

www.miami.edu/careers

POLICE OFFICER Require 54 college credits, US citizenship, and thorough background investigation. In order to be considered, you must apply online. Dade/Broward residents must pick up an application package at: Dept. of Public Safety, 5665 Ponce de Leon Blvd., Suite #115, Coral Gables, FL, Mon-Fri, 9am-5pm. Others may call 305-284-1117. EO/AAE

Program Officer Health Foundation Of South Florida Assess grant proposals, monitor grants, provide technical assistance, present reports, help develop and monitor health initiatives. Proficiency in Microsoft Office proven written and oral presentation skills. Graduate degree in Public Health or related field and bilingual competency preferred. Forward resume, cover-letter and salary history to pwood@hfsf.org before March 22.

PRODUCER 3-D Character animator TV Production Co., exp. required, resumes only, to Carlos Medina, Village Films Inc., 1295 Coral Way, Miami, FL 33145

REAL ESTATE Closing Coordinator Experience a must, must be familiar w/ R/E sales, transactions, bilingual. Well established Aventura brokerage firm, compet. salary. Fax Resumes to (305)940-6615 Attn: Daniel

www.herald.com/classifieds

"This Is Me"

1. Create a resume for yourself in response to the want ad you created in the previous activity. Read the information on page 8 first. To receive full credit, follow one of the formats shown on pages 9 - 11. Be specific to include education, qualifications, work experience, and relevant experiences. (They do not have to be in that order.) Use the space provided or a separate sheet of paper.
2. Remember, this is for a position you are applying for once you've completed your schooling, so use your imagination!

"Writing A Resume"

Along with a cover letter, the resume is your first introduction to an employer. Your resume should reflect your educational and employment background and your accomplishments, but it can be tailored to fit the requirements of specific job opportunities. There are three commonly used resume formats:

1. The chronological resume presents your work history through a period of time, starting with your most recent position. It includes the dates of current and past employment.

   C*hronological* resumes are used when: past jobs have been in the same field; job history shows real growth; past job titles are impressive; or the name of the previous is employer could be important to a future employer.

   The headings in a functional resume are: Education; Work Experience (listing employer name, address, job title, and dates employed); Capabilities; Achievements; Activities.

2. *Functional* (thematic) resumes, unlike chronological ones, focus on accomplishments.

   Functional resumes are used when: looking for a first job; career goals have changed; skills are more impressive than work history; employers have changed frequently; unemployment gaps are present.

   To write a functional resume, you must first assess your capabilities and achievements.

3. *Combined* chronological/functional resumes can, when appropriate, offer the best of two worlds.

The manner in which you state your accomplishments is important. Active, energetic phrases attract more attention. *Created,* for example, sounds more interesting that *began.* Here are some action words for you to use: advised, analyzed, coached, coordinated, designed, established, implemented, innovated, promoted, researched, solved, supervised, trained.

Tech Tips

A growing number of companies scan resumes into electronic databases for easy access. Follow these tips to help reduce scanning error.

- Don't use italics, underlining, or decorative graphics;
- Send an original copy;
- Do not fold your resume;
- Don't use smaller than 12-point type;
- Use white or light beige paper;
- Avoid double columns.

PIERRE CUISINE
MASTER CHEF

14 Fourchette Boulevard
New Orleans, Louisiana

Telephone (504) 555-0544

The proper blend of training and diversified experience is my recipe for culinary excellence!

EDUCATION

1975 — Diploma, Ecole d'Haute cuisine, Lyons, France.
Generally recognized as the leading cooking school in Europe

EXPERIENCE

1984 - present — **Arnaud's restaurant** — **Head Chef**
New Orleans, Louisiana
Manage entire kitchen staff of 22 that produces the finest lunches and dinners in the South.

- Create extraordinary seafood, meat, and chicken dishes, specializing in delicate sauces.
- Supervise 3 assistant chefs and wine steward.
- Oversee training of 4 apprentices.
- Inventory and purchase foods.

1979 - 1984 — **Le Chateau** — **Chef**
Charlesbourg, Quebec
One of 2 chefs directly under head chef.

- Prepared special sauces and specialties such as pheasant-under-glass.
- Served flambees and other spectacular dishes.

1975 — **Chez Paul Beaucoup** — **Apprentice Chef**
Paris France

- Prepared hors d'oeuvres, entrées, and desserts under the direction of one of the world's foremost chefs;
- Assisted in the purchase of foods and kitchen supplies.

SPECIAL TALENTS

- Fluent French and English; spoken Italian and Spanish.
- Knowledge of kosher dietary laws.

PERSONAL

- Dual Nationality: French and Canadian
- Willing to relocate anywhere in the world.

CHRONOLOGICAL FORMAT

SARAH ROCHIP

3380 Disk Drive **RESIDENCE (404) 555-2628**
Silicon Valley, GA 30314 **BUSINESS (404) 555-9284**

Objective: To provide systems programming service in a major DP complex; to upgrade the skills of systems programming staff through specialized training.

Qualifications: Over twenty years of data processing experience encompassing all aspects of operating systems: Installation; Service; Diagnostics; Design; Development; Testing; Build/Integration; Project Leadership; Prototyping; Research; Education; and Consulting.

Languages: S/370 BAL, PL/1, APL.BASIC, PASCAL, REXX, FORTRAN

PROFESSIONAL ACHIEVEMENTS

Design: Wrote design specifications for major components of three operating systems.

Designed, coordinated, and implemented 20KLOC prototype for major component of MVS.

Development: Led technical team for development of major MVS component.

Negotiation: Coordinated design efforts and strategic directions of four IBM divisions for a major VM component.

Testing: Wrote, coordinated, and tracked component test plan for MVS Supervisor (OS/VS2 release 2).

Instruction: Created and taught courses in Languages, DB/DC, operating systems, teleprocessing, and system diagnostics.

Developed and taught electronics specialty upgrade courses.

Technical Publications: "MVS-VM/370 COHABITATION – MAKING THE MARRIAGE WORK"
"Dynamic Generation of Large Data Bases for Interactive Systems Testing"

Education: Clemson University, MA – SYSTEMS ANALYSIS, 1975
Georgia Tech, BA – Mathematics, 1971

FUNCTIONAL FORMAT

LEONA SMITH

22 Story Avenue **Home: (606) 555-1111**
Lancaster, P.A.

EDUCATION

1990 B.A. MANAGEMENT**, Rutgers University**
4.00 G.P.A., President's Academic List last 6 semesters

1986-88 Completed 16 hours of computer coursework covering desktop hardware/software; FORTRAN; Lotus 1-2-3

OBJECTIVE

To apply my management/organizational, computer and foreign language skills to an international firm's operations.

CAPABILITIES

- Fluent in Spanish and French;
- Proven track record in creatively using computers to organize work and paper flow;
- Works well under pressure;
- Effective in assisting peers and superiors in a teamwork environment;
- Effective in helping to fulfill customer expectations for quality service.

EXPERIENCE

- Sold executive gift baskets in person and by phone at $1600 – $2200 per month;
- Initiated and developed order tracking system for gift basket business substantially reducing order errors;
- Named Employee of the Month (twice in 6 months).

1988 - Present Sales Representative
The Executive Gift Store, Brunswick, N.J.

1987 (Summer) Assistant Manager,
Fiona's Apparel, Princeton, N.J.

1986 (Summer) Hostess/Waitress,
Henri's Café, Boston, MA

COMBINED FORMAT

"An Introduction To Me"

1. Create a cover letter to go with the resume created in the previous lesson. To receive full credit you must use a business letter format. The body of the letter must consist of three paragraphs, each at least two sentences in length.
2. Be sure to state your objective for writing, highlight relevant qualifications from your resume, and ask for an interview opportunity.
3. Use the information for writing cover letters and the sample cover letter on pages 13 - 14 as references.

"Writing A Cover Letter"

Writing effective cover letters is often underestimated in the overall scheme of seeking a new job. But cover letters can be the important key to the right doors. Effective cover letters convey a sense of purpose. They project an air of enthusiasm regarding both the writer and the company for which the writer wants to work. And they demonstrate the writer's understanding of the company's goals, either by supporting or challenging them.

OBJECTIVES OF THE COVER LETTER

A well-written cover letter satisfies the following objectives:

- It offers the job seeker an opportunity to personalize and target the resume to a particular person;
- It allows the writer to direct particular attention to specific skills that may be important to the reader;
- It enables the applicant to clearly state why this organization is of interest to him or her;
- It opens the door for further communication and follow-through.

Let's examine each of these points in depth:

➔***Personalization*** The personalized aspect of a cover letter is one of its major strengths. When mailed without a personalized cover letter, a resume creates the impression that the addressee is merely one of several random stops along the campaign trail.

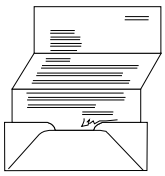
Always address the cover letter to a specific individual within the target organization, preferably to the person who appears most likely to have decision-making authority for the position sought

➔*Directing Attention to a Skill:* The cover letter allows the job seeker to highlight or draw attention to a particular skill or accomplishment that has meaning to the organization in question. That skill may or may not be included in the resume. Its inclusion in the cover letter, however, communicates some important information: that the writer has researched the company, identified the company's needs, and can fulfill those needs. In short, it says, "Here I am, the employee you've been waiting for!"`

➔*Clear Statement Indicating Reason for Interest:* Whereas before the writer highlighted a specific skill, here he or she is indicating where in the target organization this skill can best put to use.

➔*Control and Follow-through:* This objective allows the job seeker to initiate further communication. Much of the job search process lies outside the applicant's control. At least some control however, is created when the applicant mails (and follows up) a resume and cover letter.

A Sample Cover Letter



February 18, 1990

Arthur C. Reese
President
Southwest Tooling Research, Inc.
200 Mountain View Blvd.
Santa Fe, New Mexico 80801

Dear Mr. Reese:

I read with great interest a recent article in Engineering Today entitled "Southwest Tooling's Push to Maintain Engineering Excellence." The article talked of your plans to increase your Engineering Research Lab Team. This emphasis on expansion appears to be a positive sign of Southwest's continued dedication to quality service. I am extremely intrigued by the team research concept you have developed. The motivating force within a research team offers each member a sense of pride and accomplishment.

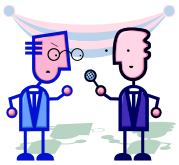
The enclosed resume demonstrates my extensive, long-range commitment to tooling research. You will also notice my own experience working with the team research concept. It goes without saying that you are looking for the best possible people to staff your growing organization. I feel I can offer you and Southwest Tooling substantial experience and the high degree of excellence that you need.

I look forward to getting together to discuss your open position. I will call you during the early part of the week beginning March 22, 2001 to arrange and interview and to discuss my possible involvement with Southwest Tooling.

Sincerely,

Ann Carmichael

“Let’s Talk About Me”



1. Imagine you have an interview scheduled for the position in the want ad.
2. Create an interview script, which should include at least five varied questions you could be asked during an interview.
3. Answer the questions as if you were answering them at the actual interview.

"Thanks For Listening"

1. Create a thank you letter to the imaginary interviewer in the previous activity.
2. See page 17 for a sample thank-you letter. To receive full credit, you must use a business letter format. The body of the letter must consist of at least two paragraphs, each at least two sentences in length.
3. Be sure to expand on what you said in the interview. Say why you are interested in the job.

A Sample Thank You Letter

September 25, 2000

Mr. James Silver
President
ABC Computer Company
11740 Kendall Drive
Miami, Florida 33176

Dear Mr. Silver:

Thank you for spending your time with me last Friday. I learned many interesting facts about your company that assure me that I would be most qualified for the position of Computer Systems Analyst.

I was particularly interested in your new analytical software for assessing systems. My graduate work and previous position introduced to me to this fast growing computer field and I am excited about the prospect of furthering my experience in this area.

I look forward to the chance to contribute to the success and advancement of your company. Please contact me if you have any questions or need further information.

Sincerely,

Sarah Rochip

SCORING RUBRICS **Name of Student** _____

As you assess the activities, use the appropriate rubric to check off the requirements to determine the points earned for each activity. The highest score for each activity is 20 points. Total points is 100.

Scoring Rubric for Want Ad

Points	Job Title	Job Description	Job Qualifications	Contact Information
20 points (all 4 requirements present)				
15 points (3 of 4 requirements present)				
10 points (2 of 4 requirements present				
5 points (1 requirement present)				

Scoring Rubric for Resume (Requirements do not necessarily have to be in this order.)

Points	Education	Work Experience	Qualifications	Relevant Experiences
20 points (all 4 requirements present)				
15 points (3 of 4 requirements present)				
10 points (2 of 4 requirements present)				
5 points (1 requirement present)				

Scoring Rubric for Cover Letter

Points	Business format	Three paragraphs	Objective for writing	Qualifications	Ask for interview
20 points (all 5 requirements present)					
15 points (4 of 5 requirements present)					
10 points (3 of 5 requirements present)					
5 points (2 requirements present)					

SCORING RUBRICS Name of Student_____

Scoring Rubric for Interview

Points	1st question	2nd question	3rd question	4th question	5th question
20 points (all 5 requirements present)					
15 points (4 of 5 requirements present)					
10 points (3 of 5 requirements present)					
5 points (2 requirement present)					

Scoring Rubric for Thank You Letter

Points	Business format	Three paragraphs	Expand on Interview	Why interested in job
20 points (all 4 requirements present)				
15 points (4 of 5 requirements present)				
10 points (3 of 5 requirements present)				
5 points (2 requirement present)				

Scoring Grid for Activities

Activity	Points Earned
Want Ad	
Resume	
Cover Letter	
Interview	
Thank You Letter	
Total Points Earned	

The School Board of Miami-Dade County, Florida, adheres to a policy of nondiscrimination in employment and educational programs/activities and programs/activities receiving Federal financial assistance from the Department of Education, and strives affirmatively to provide equal opportunity for all as required by:

Title VI of the Civil Rights Act of 1964 - prohibits discrimination on the basis of race, color, religion, or national origin.

Title VII of the Civil Rights Act of 1964, as amended - prohibits discrimination in employment on the basis of race, color, religion, gender, or national origin.

Title IX of the Education Amendments of 1972 - prohibits discrimination on the basis of gender.

Age Discrimination in Employment Act of 1967 (ADEA), as amended - prohibits discrimination on the basis of age with respect to individuals who are at least 40.

The Equal Pay Act of 1963, as amended - prohibits sex discrimination in payment of wages to women and men performing substantially equal work in the same establishment.

Section 504 of the Rehabilitation Act of 1973 - prohibits discrimination against the disabled.

Americans with Disabilities Act of 1990 (ADA) - prohibits discrimination against individuals with disabilities in employment, public service, public accommodations and telecommunications.

The Family and Medical Leave Act of 1993 (FMLA) - requires covered employers to provide up to 12 weeks of unpaid, job-protected leave to "eligible" employees for certain family and medical reasons.

The Pregnancy Discrimination Act of 1978 - prohibits discrimination in employment on the basis of pregnancy, childbirth, or related medical conditions.

Florida Educational Equity Act (FEEA) - prohibits discrimination on the basis of race, gender, national origin, marital status, or handicap against a student or employee.

Florida Civil Rights Act of 1992 - secures for all individuals within the state freedom from discrimination because of race, color, religion, sex, national origin, age, handicap, or marital status.

School Board Rules 6Gx13- 4A-1.01, 6Gx13- 4A-1.32, and 6Gx13- 5D-1.10 - prohibit harassment and/or discrimination against a student or employee on the basis of gender, race, color, religion, ethnic or national origin, political beliefs, marital status, age, sexual orientation, social and family background, linguistic preference, pregnancy, or disability.

Veterans are provided re-employment rights in accordance with P.L. 93-508 (Federal Law) and Section 295.07 (Florida Statutes), which stipulate categorical preferences for employment.

Revised 5/9/03