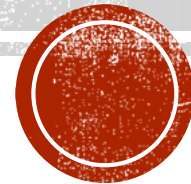


THE VALUE OF YOUR STORY:
PERSONAL STATEMENTS, COVER LETTERS
AND MORE

Presented by Alicia Morgan

STEM/STEAM Education Advocate

K-12 Promotion of Education Honoree





WHO AM I?



- Born and Raised in New Orleans
- Attended Tuskegee University and New Mexico State University
- Worked at two Fortune 500 Companies
- Nonprofit Leadership- Program Leader at Heart House Dallas
- Advisory Board Bryan Adams High School
- DCCCD STEM Accelerator Project



LEARNING OBJECTIVES

- Learn “How to Write” A Personal Statement
- Understand the importance of knowing your values and principles
- Cover Letter Do’s and Don’ts
- Defining physical, human and social capital and why it’s important for you
- Next Steps



WHAT IS A PERSONAL STATEMENT?



PERSONAL STATEMENT EXAMPLE

Aerospace Engineering Personal Statement

- The Aeronautical industry is currently one of the most rapidly advancing and high tech industries, it fascinates me to see how the machines are being built and developed to achieve magnificent goals. I have a basic understanding of how this is achieved through documentaries and research, however I endeavor to know more about this industry and broaden my understanding as the more I know the happier and more content I will become, the thought of working within this industry and helping mankind to advance and improve really excites me and your university provides me with the key features and opportunities to achieve this.



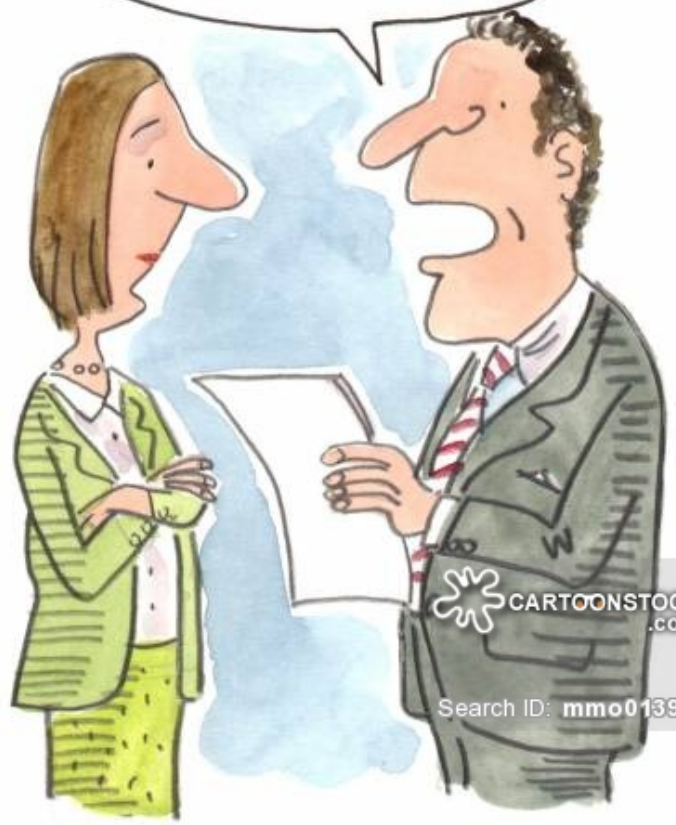
EXAMPLE 2

Mechanical Engineering Personal Statement

- Being born as a son to two former engineers, I was raised in an environment where curiosity is treasured and nurtured. It wasn't surprising that as I became older, my fascination towards science and technology also grew along with me.



THESE PERSONAL STATEMENTS ARE JUST ME...ME...ME!



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Search ID: mmo0139





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DEFINING YOUR VALUE

- How do you define value?
- List your top five values and principles you live by
- How can you align your skills with your values?



KEY TAKEAWAYS

A Good Personal Statement....

- *-Is thoughtful and honest*

A strong personal statement is **reflective**; it demonstrates that you have thought about and gained a clear perspective on your experiences and what you want in your future. The focus of the essay is YOU--your achievements, your obstacles, your goals, your values.

- *-Strives for depth, not breadth*

A reader will be much more interested in how your experience demonstrates the theme of your essay, not the number of accomplishments you can list.



COVER LETTERS

Hint! Before writing a cover letter understand why it is important. The cover letter is a chance to tell a prospective employer in writing why you are the right intern for their internship, and their office. Explain why the position interests you, what you bring to the table, and get the reader excited to interview you and learn more.

Try to find the person who is in charge of intern hiring and address your resume and cover letter to them. Statistics show you have a better chance of being hired if you know who's doing the hiring!

Including your contact information on all your documents makes you look professional and ensures you are easy to find. Include your name, phone number, address and email.

Hook 'em! Start your cover letter with a statement that will catch the reader's eye. Try something interesting or entertaining that relates you to the company.

"What I can do for you!" Employers want to know what you can bring to the table, so give them what they want. Bullets are great for being specific and to the point.

Finish strong and with confidence! Let the company know why you want to work for them and that you really believe you can fit in.

Pro tip: Although it is not required, if you have access to a scanner, adding a digital signature will personalize your cover letter!

When emailing or uploading your cover letter use MS Word version 2003-2007. Not all organizations can open DOCX files or will be kind enough to ask you to resend it. And remember, choose a simple file name like: JohnDoeCoverLetter.

JOHN DOE

1234 123rd St. 123A | Seattle, WA 98122 | 206.123.1234 | johndoe@xyzuniversity.edu

March 15 2010,

XYZ Employer
Jeremy Irons
Recruiter
187 5th Avenue, Suite 143
Seattle, WA 98124

RE: XYZ Internship (Job ID 102938)

Dear Mr Irons,

I have been admiring xyz Firm's television and print ad campaigns since I was 8 years old and was excited to find your firm's xyz internship position through InternMatch!

As a marketing major at xyz University, I have found that I am adept at marketing and truly enjoy advertising projects. Through my marketing courses and my experience as a Public Relations Chair of xyz club, I have honed x, y, and z skills which I can contribute as a xyz intern. Some of the qualifications I have are:

- Interest in Marketing:**
 - Marketing Major.
- Strong Communication skills:**
 - Contacted clients to promote services as a Marketing & Sales Intern at ListenUP.
 - Composed and edited articles for xyz University Newspaper.
- Creativity:**
 - Utilized Photoshop CS4 and PowerPoint 2008 to design mock products and a presentation for COMM 130: Visual Communication course.

I align closely with your firm's focus on creative, results driven marketing campaigns. I believe that I would be a great addition to your company and look forward to being interviewed at your earliest convenience. Thank you for your time and consideration. I look forward to hearing from you.

Sincerely,

John Doe





Response to an Ad: T-Letter Format

June 8, 20XX

AGreat Company
1234 Street
New York, NY 10013-1578

Dear AGreat Recruiter:

After following AGreat Company on LinkedIn, I am very interested in working with your organization and believe I can provide value to your team. The recent posting for **Senior Staff Accountant** is a great match with my experience as I have outlined for you below:

Open with interest in role; stress how you can bring value to them.

Your Requirements

Bachelors Degree in Accounting or Finance, CPA, MBA preferred

4-7 years accounting experience in large corporate environment

Knowledge of Oracle financials

Organized, self-starter, able to manage multiple projects simultaneously

Excellent communication skills

Strong knowledge MS Office including Excel, Word, Access, PowerPoint

Please refer to my resume for additional accomplishments, and I hope to speak with you as well. As I know that you are busy, I will plan to follow up. Thank you for your consideration.

Sincerely,
John Hireme

My Qualifications

BA in Accounting and International Business. CPA. MBA expected in 20XX.

7+ years working for 2 multinational organizations at corporate office and field locations. Successful in both matrix and traditional environments. Acquisition experience.

6 years using Oracle platform. Regularly generated reports using Oracle financial tools. Assisted in Oracle migration acquisition project.

Organized projects and delivered results ahead of schedule. Worked with business leaders in multiple divisions simultaneously to prioritize and clarify goals. Created and led implementation plans. Regularly balanced competing priorities against challenging time lines.

Communicated in writing and verbally with internal business partners and auditors. Drafted statements for broad distribution. Presented technical information to non-technical audiences. Negotiated contracts with external resources.

Advanced user of MS Office Suite since 20xx.

Point-by-point comparison of how you match what they are looking for.

Close by referencing resume and plan for follow-up.



JOB REQUISITION EXAMPLES

- Manufacturing Engineer for Global Manufacturer. Are you stuck in an engineering position that does not use nor recognize your full potential? Are you looking to join a world-class manufacturer? Then please keep reading. Our client is a leading global manufacturing company that is expanding their engineering team due to growth and internal promotions. If you are motivated Manufacturing, Process or Production Engineer looking for a company that recognizes strong performers and promotes heavily within, we would be interested in speaking with you. We are searching for a hands-on engineer that has a passion for learning, is dedicated to excellence, works well in a team environment, and is looking for a company that can provide long-term employment with promotion opportunity. Any engineer with experience in Process Engineering, Continuous Improvement, Project Engineering or Production Engineering would be of high interest. If you want to be part of a world-class and very stable manufacturing facility where you can effect change in order to keep up with growth, you are encouraged to apply. Relocation assistance is available.
- *New Engineering Graduates with Manufacturing Internship or Co-Op Experience are encouraged to apply.*

▪ Job Requirements

- **We are very interested in talking to candidates with the following qualifications:**
 - Bachelor's Degree in Mechanical Engineering, Mechanical Engineering Technology, Industrial Engineering, Manufacturing Engineering or similar
 - 1-10 years Engineering experience in a manufacturing setting, new graduates with internship/co-op experience also encouraged to apply
 - Creative mind and ability to apply sound engineering principles to improve processes, troubleshoot, and solve manufacturing issues
 - Passion for engineering excellence and motivated to learn new engineering tools and techniques in order to grow with the company
 - Ability to positively and effectively communicate with all levels within the organization
- **Benefits**
 - Attractive Medical, Vision, Dental, RX, Disability, and 401K Package
 - Relocation Assistance Available
 - Strong Promotion Opportunity
- **Candidates must be legally authorized to work in the United States.**



RANGE HA2

JTC NO. H85
FLSA EXEMPT E

**DALLAS COUNTY COMMUNITY COLLEGE DISTRICT
JOB DESCRIPTION**

JOB TITLE: Project Leader I
LOCATION DESIGNATION: All
DATE PREPARED: Fall 2010
DATE REVISED: Fall 2011; Spring 2012; Fall 2012

NEXT SCHEDULED REVIEW:

GENERAL SUMMARY: Responsible for facilitating and managing assigned project(s), and monitoring the progress. Position plays a key role in the planning process as well as in delivery of the project(s) objectives. Position is responsible for assessing risks and ensuring the project(s) remains within the allotted budget and timeline.

MINIMUM EDUCATIONAL/SKILL REQUIREMENTS:

Bachelor's Degree or higher plus three year's experience in managing projects and supervision. Must be able to evaluate project request, monitor progress, delegate and prioritize tasks. Must be proficient with computer technology to access data, maintain records, and generate reports. Demonstrated oral and written communication skills to interact effectively with varying levels of industry/agency contacts and employees of the DCCCD, as well as, individuals from diverse backgrounds. Must be able to provide quality customer service. Official transcripts will be required.

******Will be subject to a criminal background check******

Rev 09/05/2012 Imm



Project Engineer

Email Share Like Tweet

Location: Dallas, TX

Date Posted: 10-18-2016

What if you were given the opportunity and responsibility to make a difference? It is time to embrace your Infinite Possibilities. This is your opportunity to be part of International Paper, a Fortune 500 company and global leader in paper and packaging products. IP is known for our commitment to the environment and to cutting-edge technology. We have spent more than 100 years creating new ideas, and we are looking for people who can collaborate to help us build on our history, while creating future success. We are committed to attracting, preparing, promoting and supporting our teams. At International Paper, you control your destiny. We offer benefits, challenges, global opportunities and total rewards. When we say Infinite Possibilities, we mean it.

We currently have two openings for Project Engineers within our Container the Americas (CTA) business.

The Project Engineer is responsible for engineering and managing the installation of equipment within corrugated manufacturing facilities. This position is directly responsible to assure all capital and repair projects assigned are installed as per the project scope, schedule, cost estimate and budget and with minimum plant production interference. This position reports to the Project Engineering Lead.

This position does not require relocation to Memphis. Qualified candidates do need to live near an airport as this position requires 40-50% travel.

Essential Functions:

- Lead the project management of multiple, concurrent projects involving installation of corrugated manufacturing equipment and/or plant infrastructure improvements. Project management includes: organizing/planning, scoping & bidding, coordination of schedule, and managing the project to fruition.
- Perform detailed engineering for installation of corrugated manufacturing equipment and/or plant infrastructure improvements,
- Travel to sites as needed to manage major and minor projects & equipment installations. Act as the subject matter expert and discussion partner to Container the Americas (CTA) facilities on all aspects of the corrugated manufacturing process & project implementation.

Education / Experience Required:

- BS or equivalent in engineering or related business discipline
- 3+ years corrugated box industry experience including a detailed understanding of corrugated equipment and the corrugating process are required.
- Requires understanding of engineering process for corrugated equipment installations as well as advanced project management skills.

Other Qualifications Required:

- Ability to manage multiple major and minor engineering projects concurrently.
- Ability to effectively communicate technical concepts to all levels of company management.
- Knowledge in mechanical, electrical, and scheduling/organizational requirements for corrugated equipment installations.
- Knowledge and understanding of contractor services – mechanical, electrical, and structural.
- Knowledge and understanding of OSHA health & safety policies and laws as they relate to the corrugated manufacturing industry.

Key Competencies

- Personal Organization & Time Management
- Priority Setting
- Communication Skills
- Action Oriented
- Decision Making
- Problem Solving
- Functional /Technical

International Paper offers a competitive salary and an excellent benefits package that includes medical, dental, disability, life and accident insurance, vacation as well as a 401(k) plan and retirement savings account. Qualified candidates should express interest by applying online at internationalpaper.com.

International Paper is an Equal Opportunity Employer - Minorities/Females/Individuals with Disabilities/Veterans.
Memphis TN 38197



DISTINCTION BETWEEN PHYSICAL, HUMAN AND SOCIAL CAPITAL

Physical Capital	Human Capital	Social Capital
What you have	What you know	Who you know
Finances	Experience	Relationships
Tangible Assets(factory, equipment, patents, data)	Education Skills Knowledge Ideas	Network of Contacts Friends



PERSONAL STATEMENT RECAP





NEXT STEPS

- Refine the list of your values and select the best one to two you want to add in your personal statement
- Build stronger relationships and understand how your human capital(skills) adds value to others increasing your social capital
- Create a cover letter example using my skills and qualifications example
- Let's Connect
- Be Confident, Be Creative, Be You

