When we look at resumes and cover letters, resumes can seem like the favorite child. Whereas the resume is carefully crafted and every detail is scrutinized and cared for, the cover letter gets whatever attention you have left over. This happens for a couple of reasons: 1) we are not really sure what to say in our cover letter or what the point of a cover letter is and 2) no one really knows how much weight is given to a cover letter in the screening process. The result is that the cover letter gets cobbled together and we hope for the best.

The truth is that some employers give them more consideration and some give them less, but almost all of them give some weight to a cover letter. If the employer has two equally impressive resumes on the desk and needs to make a decision about whom to grant an interview, what tool do you think he/she will use to make that decision? Yup, the cover letter. In this issue, we have compiled a list of cover letter resources that should address the needs of everyone, from entry level employees, to experienced workers, to career changers.

Don’t forget to check out details for upcoming events at the end of this issue. Cathy McGinnis, Alumni Career Services (ACS) Director, is traveling to Chicago on July 11th (today!) and Denver on the 13th to hold career events with alumni. If you’re in the area, it will be worth the trip! Cathy’s next webinar is on July 26th.

We hope you find this information useful. Feel free to pass the newsletter on to other interested alumni. Requests to be part of the regular distribution list or personal assistance with any career issues can be made at acs@bucknell.edu, (570) 577-1238, or through IM at bualumnicareer (Tuesdays and Thursdays from noon-2pm and Wednesdays from 4-6pm). As always, should you need personal assistance with any career questions or issues, please feel free to contact us.

Note: To access the resources located in myBucknell, the university’s portal, use the username and password that all alums were given in January 2005. If you don’t remember or can’t find yours, don’t worry – just contact the Alumni Office (570) 577-ALUM (2586) or mybucknell@bucknell.edu for help.
Alumni Career Resources Can Help You

Programs/Events

**Cover Letter Resources:**
- [www.bucknell.edu/About_Bucknell/Offices_Resources/Career_Development_Center/Students/Job_Search_Tools/Cover_Letters.html](http://www.bucknell.edu/About_Bucknell/Offices_Resources/Career_Development_Center/Students/Job_Search_Tools/Cover_Letters.html) - cover letter guide from Bucknell’s Career Development Center
- [www.jobbankusa.com/writing_a_cover_letter.html](http://www.jobbankusa.com/writing_a_cover_letter.html) - find a list of cover letter advice for target audiences at the bottom of the page
- [www.acinet.org/acinet/library.asp?category=02.01.00.00&id=14&nodeid=23&redirect=yes](http://www.acinet.org/acinet/library.asp?category=02.01.00.00&id=14&nodeid=23&redirect=yes) - links on this page lead to an extensive list of job search resources (including cover letters) through various search engines and websites. Handy for those job changers who have experience.
- [susanireland.com/coverletterwork.html](http://susanireland.com/coverletterwork.html) - components of a cover letter from lead line to closing statement. Information on how to research and personalize the letter so that it is company/industry specific
- [www.rileyguide.com/cover.html](https://www.rileyguide.com/cover.html) - provides reviews of and links to a variety of cover letter sites and publications
- [jobsearch.about.com/library/samples/blsampleCoverLetters.htm](https://jobsearch.about.com/library/samples/blsampleCoverLetters.htm) - links to samples from a variety of career help organizations (e.g. Monster.com, Susan Ireland, Quintessential Careers, etc.)
- [resume.monster.com/articles/lettersthatsell](http://resume.monster.com/articles/lettersthatsell) - Outlines the importance of researching a company in a cover letter and tailoring your skills to that company’s needs - links to other sites with tools on how to accomplish this

**Resources Available on Career Services tab on myBucknell:**
- CareerNet – Networking database of Bucknell alumni and parents.
- Access to The Vault – referred to by Fortune as “The best place on the Web to prepare for a job search.”
- PDF pamphlets - research a variety of career topics
- Career Assessments – learn how to pair your skills, interest, and experience with career choice
- Career Search – same tool available to students to research employers is also available to alumni
- **Bucknell Alumni Clubs** – network informally!

**Job Leads from the Bucknell Community:**
The following are job leads that have been presented to alumni by members of the Bucknell community - alumni, parents and friends of Bucknell. The selections
in **bold** print are new to Alumni Career Notes since the last issue. To view entire description, please log onto *myBucknell* and click on the **Career Services** tab.

- College Connections - Executive Associate, Special Events & Communications - really wants to hire a Bucknellian!
- **Merrill Lynch & Co** - Debt Coordinator - Trading Services
- **National Science Foundation** - Science Assistant, AD-1 (Multi-disciplinary)

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**Job Leads from Outside Bucknell:**
The following are job leads that have been presented to alumni by members outside the Bucknell community. The selections in **bold** print are new to Alumni Career Notes since the last issue. To view entire description, please log onto *myBucknell* and click on the **Career Services** tab.

- ADP Brokerage Services Group - Associate Programmer - Development Program
- **American Capital** - Junior Portfolio Analyst
- **Arbor E&T, LLC** - Entry Level Workforce Analyst
- **Asia International** - Account Directors (bilingual in eng/spanish)
- **Baltimore County Government** - Fiscal/Policy Analyst
- **Blair Corporation** – Industrial Engineer
- **Elmira College** - 2 Graduate Assistantships
- **Fastenal Company** – Outside sales
- **Guidester, Inc.** - Content Development and Research Specialist
- **Helbling & Associates, Inc.** - Project Engineer / Assistant Project Manager
- **Martin Associates** - Research Associate
- **PennTerra Engineering, Inc** - Project Engineer & Design Engineer
- **PPL Corporation** - Entry-Level Engineer
- **Pfizer, Inc**. - Entry level Pharmaceutical Sales Rep
- **Schoor DePalma Engineers & Consultants** - Entry-level Civil Engineer
- **The Network Group** – Intern Architect
- **United States Patent & Trademark Office (USPTO)** - Patent Examiners

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**Alumni Career Resources Can Help You:**

- Think through a career change and making career decisions
- Network effectively
- Search for a job
- Effectively use the Internet in job and career exploration
- Transition into a new career
- Assist you in improving and targeting your resumes and cover letters
- Identify your interests, values, goals, and preferences
• Plan for graduate or professional school

**Programs/Events:**

**TODAY! Tuesday, July 11th - Chicago - Career Counseling**
Meet with Cathy McGinnis to discuss your career needs! Email cmm033@bucknell.edu to make an appointment.

Location:
Elephant and Castle,
111 W. Adams

7 - 9 pm - Career Crisis - Navigating the Turbulent Job Market
Whether you are a new grad or an experienced worker, join Cathy McGinnis to learn the following job search strategies:
- Break into the hidden job market to find the “good jobs”.
- Master how to best showcase your skills on paper and during an interview.
- Learn the secrets to conducting a great job search.
- Make sure your next job is the right fit.
Bring your resume and get ready to make that change!

Email cmm033@bucknell.edu to RSVP

**Thursday, July 13th – Denver - An Evening with Cathy McGinnis**

Location:
Ice-O-Matic
11100 East 45th Ave.
Denver, CO.

5-6:30 pm - Career Counseling
Meet with ACS Program Director, Cathy McGinnis, to discuss your career needs! Email her at cmm033@bucknell.edu to make an appointment.

7-9 pm - Navigating HR and Mastering the Job Search
Join ACS Program Director, Cathy McGinnis, and Mark Lancaster, Director of Human Resources at ICE-O-Matic to learn the answers to the following questions:
- Why does HR indicate "don't call"? How else am I supposed to follow up?
- What constitutes good follow up and what borders on harassment?
- What is the best way to work with HR?
- What are some positive things you've seen applicants do?
- What are some negative things you've seen applicants do?
- If you could tell job seekers not to do one thing, what would it be?
Wednesday, July 26th – Webinar
Career Options for the 40+ alumni

- 7 – 8 pm
- Sign up today!