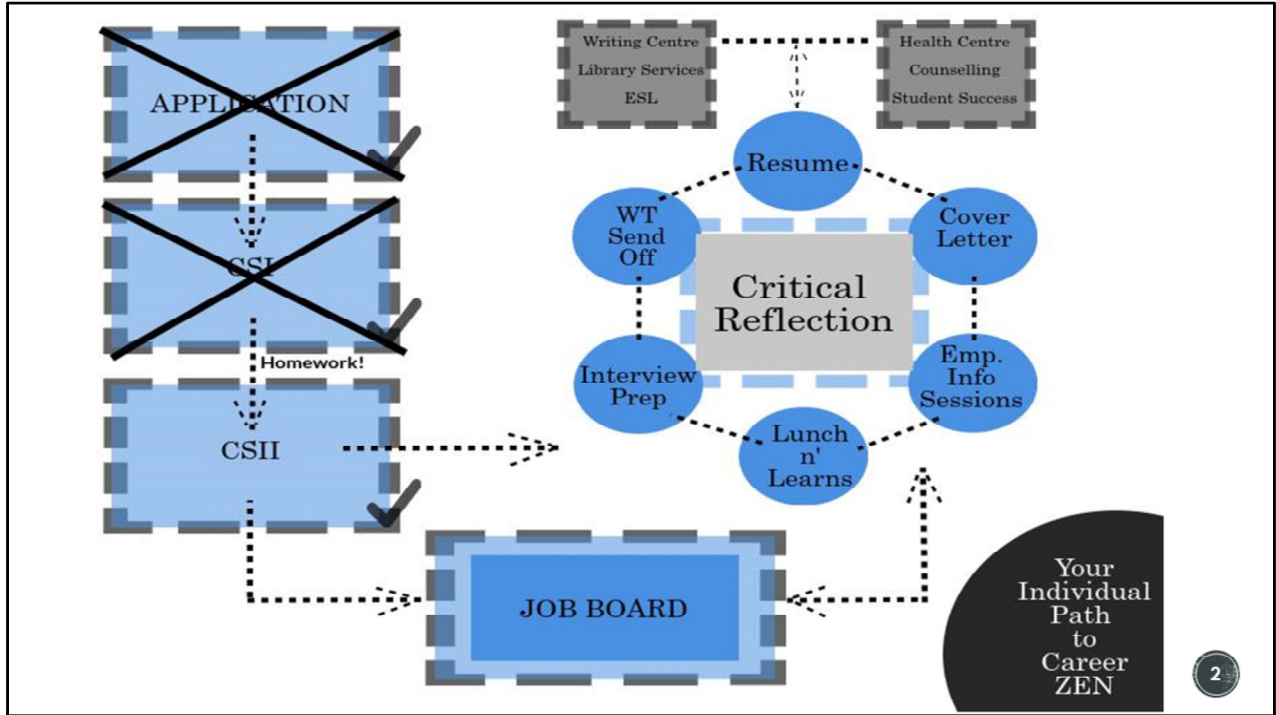


**Welcome to CSII**





# Today's Itinerary

## Part I

- Co-op Session I Review
- Elevator Pitches
- Decoding a Job Posting

## Part II

- Resume
- Cover Letter

## Part III

- Student Agreement
- Working Session



# **Session I Review**

The first person to raise their hand gets a prize!



## True or False?

1. I decide which positions I apply for, including location, duration and semester start
2. I have to pay to be in the program and access the services
3. I need to complete 12 months of Co-op work experience to receive a Co-op designation on my degree
4. I have to pay off my loans while on a work-term
5. I can find an opportunity and turn it into a co-op

More questions

# Ice Breaker – Elevator Speech

15 minutes

**Scenario:** You are at the campus Career Fair. You notice that an employer related to your discipline has an "I ♥ Co-op" sign on their table. You decide to introduce yourself.



## Ice Breaker – Elevator Speech

- Break into groups:
- Each person takes 30 seconds to deliver their elevator speech to the group
- The facilitator may respond to your question and ask a follow-up question that you will need to respond to
- The group has **one minute to provide feedback** based on the following criteria:
  - Was the speech engaging?
  - Did the speaker deliver their USP (unique selling position) effectively?
  - What aspects of the speech could be improved?
  - If you were an employer, would you want to interview the candidate? Why or why not?



# Let's Get to Work!

Decoding a job posting, then building your  
resume and cover letter!



# **Decoding Job Postings**

The job posting/position description is the key to cooking up your best application!

## Decoding the Posting is Your Recipe for Success

- Reading a job posting is like reading a recipe
- What are the mandatory and optional ingredients? (required vs desired skills)
- Do you have the required ingredients?



# Required vs. Desired Ingredients

## RECIPE

---

**INGREDIENTS:**

REQUIRED	DESIRED
1 ½ cups powdered sugar	Sprinkles
1 cup butter or margarine, softened	Nuts
1 egg	Icing
2 ½ cups all purpose flour	Chocolate chips
1 tsp. baking soda	Fruit
1 tsp. cream of tartar	



## Sample Job Posting: Let's Decode!

- Pull out the UVolunteer Coordinator posting
- Grab a highlighter and a pen and take a few minutes to identify important words and concepts
  - Annotate! Highlight, underline, make notes in the margins, rephrase in your voice, write down experiences that come to mind.
- If you finish early, start to identify some overarching themes in the posting



## Let's think about this job...

- What do you think about this job?
- Who would be interested in an opportunity like this?
- Why we chose this job...
  - Any major can apply and be successful
  - Many of the skills they are looking for in this position are being sought in almost every position
    - Our time today will be well-spent!

## **Time for the Decoding Worksheet...**

- Write the job title at the top
  
- What are the requirements for this position (what must we have to be eligible for the position)?
  - These are not skills. These might be a:
    - Certification
    - Qualification
    - Citizenship status
    - Year of study
    - University course

## Identify the Skill Themes in the Posting

- Let's identify some of the skill themes within the posting
  - Hint: One theme might be Public Speaking
- What language from the posting stands out as a theme? Why?
  - Highlight the mandatory skills

Encourage students to grab a blank sheet of paper.

# The Skill Themes of the Posting

- Let's narrow these themes down to three
- What do you choose?
- Hints:
  - Each person will do it differently based on their strengths, skills, experience, etc.
  - Try combining similar themes!

## **Your Related Experiences**

- Now, come up with two related experiences for each theme
- What experience and/or skills do you possess that would be transferable to this position?
- On the back side of the sheet, we have provided you with more space to elaborate on those experiences and to frame them within the language and context of the posting



# **Now we are ready for the resume and cover letter**

- Let's take a break
- Feel free to keep making tweaks and edits to the job posting and your decoding sheet as more comes to mind

# Your Co-op Resume

- We are creating a resume/CV hybrid!
- What are the basics of a good Co-op resume?

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## Basics of a Good Co-op Resume

- Start with a blank document in Word or Google Docs
  - No tables or templates
- Use Times New Roman font, size 11 pt.
- Keep it clean and consistent
  - Use CAPITALS, **bold**, *italics*, underline, and ■ bullets
- Your most related experiences should be listed first
- Get ready to tweak, prioritize, and reorder
  - Each job will require a unique and specific application
- You can't put everything down
  - Max 2 pages. References are on a separate, third page





## **Parts of a Resume**

- Introduction
- Education
- Related Experience
- Related Skills
- Other Experience
- Awards & Other Certifications
- Interests & Accomplishments

Let's break them down and see examples



# Introduction

First Name Last Name

Street Address

City, Province, Postal Code

Phone number

U of L Email



Put the city, province, and postal code on the same line  
Every line on the first page is prime real estate

Use your uLeth email address  
It's credible, professional, and reinforces your connection to the University

## **Example for the Introduction**

Jane Doe  
123 Pronghorn Way  
Lethbridge, AB T1K 3M4  
403-329-5555  
jane.doe@uleth.ca



# Education

## EDUCATION

MMMYYYY-MMMYYYY

**Institution**, City, Province

Degree and Major, **Related minors/concentrations**

**Co-operative Education Program**

- **GPA**

- **Related courses include:**

**Related Certifications:** Certification number one, certification number two, certification number three

What if you've attended multiple institutions? Should we include high school?



Abbreviating the months will give you as much space as possible for the important content. Not putting a space on either side of the dash will ensure your dates always fit the allotted space. This works perfectly with Times New Roman font at 11 pt

Minors and concentrations are not required but are recommended if they are directly related to the position. If they are not directly related don't put them on as they are likely to distract the reader from what is important and related

Always list that you are part of the Co-operative Education program. Some positions require you be a Co-op student.

Use strong bullets, something that pops and draws attention

Include your GPA if it is over a 3.00 and always put that it is out of 4.00. Some school use a different scale than 4 (i.e. 9.00 or 11 point)

List and prioritize 3-6 courses that are directly related to the position you're

applying for. Only use course titles, not numbers. Numbers are rarely understood outside of the University.

When there are certifications required for the position, list them under Education. It puts them front and centre, easy for the reader to find.

# Example for Education

## EDUCATION

Sept 2016-Present **University of Lethbridge**, Lethbridge, AB

B.A. English; Minor: Marketing

Co-operative Education Program

- GPA: 3.05/4.00
- Related courses include: Strategic Writing, Literary Theory, Marketing for Not-for-Profits

**Related Certifications:** Police Information Check with a Vulnerable Sector Verification and a Child Youth Intervention Module (current)



## Related Experience

- Experiences directly related to the position you're applying for
- Write these in past or present tense

### RELATED EXPERIENCE

MMYYYY-MMYYYY

**Company Name**, City, Province

Job Title, **Position information**

- The first one or two bullet points should summarize what the role/work entailed
- The following bullet points should connect this experience to the position you're applying for

Before an example, let's talk about writing effective bullet points



Related experiences are directly related to the position you are applying for.

Experience is experience. It doesn't matter if you were paid for it or how long you did it.

The structure of each related experience should be nearly identical in layout and spacing to your Education section. Maintaining consistency throughout your documents is key to the reader's eye and quickly drawing their attention to the information they are looking for and that you want them to see

If an experience was volunteer work, a Co-op Work Term, or an internship, it should be noted. Include that after the job title

Don't worry if you don't have any experience. That's why you're here! Do you have any of these experiences? They can often be related: Course projects, papers, labs, tutorials, or major assignments; Volunteering; Worked for a professor in some capacity?

**\*Read the notes in the highlighted bullet points\***

You should always have at least 3 bullet points for each experience

Now, before we show an example, let's talk about writing effective bullet points



## Writing Good Bullet Points

- No full sentences or long phrasing – be concise and direct
- Two important considerations:
  - Duties/Tasks vs. Actions/Skills
  - Background vs. Context
- Include context, specifics, and quantitative details where at all possible
  - Demonstrate you have the skills they are looking for
- Use action words – pull out the Action Word Sheet



No full sentences. Bullet points don't need introductory, filler, and closing word. **Less is more, or too many words is too much work for the reader**

Include context, specifics, and quantitative details where at all possible. **They are important so you come across as legitimate. Use them to demonstrate the challenge, complexity, and richness of the experience/work/project.** Focus on your bullet points demonstrating to the reader that you have what they are looking for

Duties/Tasks vs. Actions/Skills. They don't want to know what the experience was or why you were doing it. Tell us what you had to do and use to accomplish this task. Stay focused on the skills you learned/used and the actions you took

Background vs. context. They don't need to know everything about your project. Focus more on providing necessary context and a few key details so the experience comes across as legitimate, as opposed to explaining the background on the project.

# Example for Related Experience

## RELATED EXPERIENCE

Sept 2016-Present **Chinook Regional Hospital**, Lethbridge, AB

Volunteer Program Coordinator

- Encouraged relationship-building between patients and health care professionals
- Creative program development to enhance the healthcare experience
- Demonstrated excellent communication and interpersonal skills



You can write these in past or present-tense

# Related Skills

## RELATED SKILLS

### Sub-theme 1

- Bullet point 1
- Bullet point 2
- Bullet point 3...

### Sub-theme 2

- Bullet point 1
- Bullet point 2
- Bullet point 3...

- Write these in present tense
- In the skills section, you want to demonstrate:
  - Skills that do not fit into one particular experience
  - A consolidation of skills across multiple experiences
- Prioritize, reorder, and align with the posting!



Provide a focused and comprehensive overview of the skills you possess that are related to the position. Typically, you will be demonstrating: skills that don't fit into one particular experience, or a consolidation of similar skills across your multiple experiences

Start by identifying 3-4 skill themes that are related to the position. What three Skills Themes did we identify when we decoded the job? Do you want to make any tweaks to them before we add them to the resume?

If you have too many ideas, try to combine similar skill themes to help narrow it down. For example: Teamwork and communication, Leadership and Initiative, Organization and Prioritization, Lab and Research Skills

It is essential to prioritize and reorder both the skills themes and the individual bullet points under each theme based on what their main focus was in the posting

Let's talk about Technical Skills. You should always have at least one section that focuses on the related technical skills:

Lab Skills Example  
Field Skills Example  
Research/arts student example

# Example for Related Skills

## RELATED SKILLS

### Communication and Marketing

- Effective public speaking skills, confident presenting to groups ranging from 5-50
- Strong writing and editing skills
- Effective marketing and social media strategist, especially on Instagram and Snap Chat



Provide a focused and comprehensive overview of the skills you possess that are related to the position. Typically, you will be demonstrating: skills that don't fit into one particular experience, or a consolidation of similar skills across your multiple experiences

Start by identifying 3-4 skill themes that are related to the position. What three Skills Themes did we identify when we decoded the job? Do you want to make any tweaks to them before we add them to the resume?

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Let's talk about Technical Skills. You should always have at least one section that focuses on the related technical skills:

Lab Skills Example  
Field Skills Example  
Research/arts student example

## Technical Skills Section

- Specific, specialized skills that are at the core of the position
- Every major has technical skills and every job is looking for technical skills
- Let's look at some examples:
  - Lab Skills
  - Field Skills
  - Comp Sci Skills
  - Research/Arts-based Skills



Technical Skills are specific, specialized skills and are very important, especially as you gain more experience. Every major has technical skills and every job is looking for technical skills.

You should always have at least one section that focuses on the related technical skills.

Let's look at some examples:

Lab Skills Example

Field Skills Example

Research/arts student example



## **Technical Skills – Field Skills**

### **Field Skills**

- Ecological transects & field sampling
- Species Identification (morphology & molecular)
- Insect trap maintenance & collection
- Basic mapping & GPS skills
- Able to stand/walk for long periods of time (Hiking etc.)
- Physically capable of lifting heavy items as well as bending, kneeling, squatting, etc.



Technical Skills are specific, specialized skills and are very important, especially as you gain more experience. Every major has technical skills and every job is looking for technical skills.

You should always have at least one section that focuses on the related technical skills.

Let's look at some examples:

Lab Skills Example

Field Skills Example

Research/arts student example

# Technical Skills - Laboratory

## Laboratory Skills:

- PCR and Gel Electrophoresis
- qPCR
- DNA extractions
- Pipetting
- Plate streaking
- Spectrophotometry
- Serial dilutions
- Sensititre (antimicrobial resistance)



Technical Skills are specific, specialized skills and are very important, especially as you gain more experience. Every major has technical skills and every job is looking for technical skills.

You should always have at least one section that focuses on the related technical skills.

Let's look at some examples:

Lab Skills Example

Field Skills Example

Research/arts student example

# Technical Skills – Comp Sci

## Computer Science Skills

### Programming

- C++, Python
- HTML, CSS, Javascript, jQuery
- Vue.js & Vuex

### Software

- Linux, macOS, Windows
- Git, Github, Mercurial, BitBucket
- Slack, IRC, Jira, BugZilla
- Microsoft Office Suite (Word, Excel, PowerPoint)
- Adobe Creative Cloud Suite (Photoshop, Illustrator, Premiere Pro, Dreamweaver)



Technical Skills are specific, specialized skills and are very important, especially as you gain more experience. Every major has technical skills and every job is looking for technical skills.

You should always have at least one section that focuses on the related technical skills.

Let's look at some examples:

Lab Skills Example

Field Skills Example

Research/arts student example

## **Technical Skills – Arts-Based**

### Research Skills:

- Strong research skills using a variety of resources including internet, databases, archives, and scholarly journals
- Completed major research papers including collection of data, statistical analysis, qualitative and quantitative data evaluation and interpretation of results

### Summarization and Analyzation Skills:

- Summarized and analyzed various government and company documents
- Have conducted many projects that involved analyzation and summarization in various fields of research academically



## **Which Comes First - Skills or Experience?**

You choose which goes first - Related Experience or Related Skills

Experience goes first except when:

- You are in Computer Science or New Media
  - Industry standard is to note related skills first
- You don't yet have enough related experience



## Other Experience

- Experiences that are not directly related, but that demonstrate valuable transferable skills.
  - Don't forget about duties/tasks vs. skills/actions
- Don't list every job you have ever had. Instead include:
  - Jobs with related transferable skills
  - Any experience with a great a reference
- Minimum of 3 bullet points for each one



# Example of Other Experience

## OTHER EXPERIENCE

Sept 2013-Aug 2016 **Taco Time**, Taber, AB

Customer Service and Food Preparation

- Worked effectively in a team of 2-5, in a high pressure environment with competing priorities
- Able to take direction and leadership well from supervisors at multiple levels (shift supervisor, store owner)
- Excited to learn, take on new opportunities, and to continue to build my skill set.
- Demonstrated initiative by seeking out opportunity to train new staff
- Promoted to shift manager in 2016
- Training and mentoring new employees, establishing a positive work culture



## **Awards & Other Certifications**

- These include awards, scholarships, accolades, and non-related certifications
- This section is a nice-to-have, not a need-to-have

### **CERTIFICATIONS**

- Jason Lang Scholarship (2017 & 2018)
- First Aid & CPR Level C
- Class 5 Driver's License (non-GDL)



If you need to cut your resume down so it fits on two pages, consider cutting from here



# Interests & Accomplishments

- Interests, hobbies, passions, etc.
- Demonstrate genuine interests – hiring managers want to know if you will fit in well with the team

## INTERESTS & ACCOMPLISHMENTS

- Enjoy hiking and biking
- Currently a certified swim instructor for the Lifesaving Society
- Avid reader, including over 10 books this summer



Prove that you are a real person who does real things and has genuine interests

Do any of your interests or accomplishments align with the posting? Such as:

Enjoying being outside for a field job

Liking to read and learn for a research job

Building your own little scripts and programs for a software job

## **Let's Look at a Complete Resume**

- What do you see?
- What do you like that you might want to incorporate in your resume?
- Do you have any concerns or questions?



# Your Co-op Cover Letter

- Telling the story of your resume

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## **The Cover Letter – Telling the story of the resume**

- Font and style must match the resume
  - Make sure they look like they belong together
- Cover letters are max 1 page
- Everything in your cover letter must be somewhere in your resume and the best parts of your resume must be in your cover letter

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Your cover letter should not contain new information, that is not somewhere in your resume

# Parts of a Cover Letter

- Addresses
- Purpose and salutation
- Introductory paragraph
- Body paragraphs
- Closing paragraph

Your Name  
Address  
City, Province, Postal Code

Date

Employer's Name  
Company Name  
Address  
City, Province, Postal Code

Re: Position Title (add posting number if provided)

Dear (First and Last Name of Employer),

#### Introduction (Paragraph 1)

Thank the employer for the opportunity and restate the position title in full. Start with a strong sentence to indicate WHY you want to work for this company. Remember, this is not about you nor how you will benefit from the job. Instead, demonstrate that you have done your research by building in information about the company or position and connecting this with your own passion/ interests/education. Why should they hire you? Mention that you are a Co-operative Education student. Identify that you meet all requirements for the position as listed in the position description.

#### Body of Letter: (Paragraph 2/3/4) Sell yourself!

Match your skills to the position description. Use descriptive, active language. An easy way to start is by writing one paragraph for each of the "Related Skills" sections in your resume. Provide specific examples of your skills/experience that tie back to the position description. Your paragraphs will be structured like this:

Statement of skill/experience

Example demonstrating skill/experience

Statement tying example back to job posting and your skill/experience

#### Sample:

*I possess excellent written and verbal communication skills. I developed this through my experience as a camp counsellor, wherein I researched and developed science curriculum and taught this to children aged 8-12. This experience demonstrates my ability to effectively research, develop and make oral presentations as required for this position.*

#### Closing Paragraph:

Thank the employer for considering your application. Make a statement such as... "I can be reached at the following..." and provide your phone number and ULeth email address. This paragraph should not exceed two lines.

Sincerely,

*Good Student*

# Addresses

Your Name

Address

City, Province, Postal Code

Date

Employer's Name

Company Name

Address

City, Province, Postal Code

- Do not put your email or phone number here

Put the city, province, and postal code on the same line

Where are you going to get the employer's information? From the job posting!

## Purpose and Salutation

Re: Complete Position Title (add posting number if provided)

Dear (First and Last Name of Employer),



Re: = regarding

Write the job title, exactly as it is written on the posting

If the employer notes a specific job posting number, include it. This is NOT the five digit number at the top of EVERY Co-op job posting.

First and Last Names are sufficient. Only include a salutation (Dr. Mr. Ms. etc.) if one is specifically noted in the posting

## **Introductory Paragraph – 4 parts**

- Thank the employer for the opportunity and restate the position title in full
- Start with a strong sentence to indicate WHY you want to work for this company
  - This is not about you! Instead:
    - Demonstrate that you have done your research about the company or position
    - Connecting this with your own passion/ interests/education
- List your degree and major and indicate that you are part of the Co-operative Education program
- Identify that you meet all requirements for the position

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There is no need to introduce yourself. You already did that when you included your name at the top of the letter.



## Body Paragraphs

- It's time to directly match your related skills to the position description
- Start by writing one paragraph for each of your "Related Skills" sections
- Your paragraphs should be structured like this:
  - **A statement of a skill/experience that ties back to the position description**
  - **An example demonstrating skill/experience from your resume**
  - **A statement tying example back to position description and your skill/experience**

## **Example of a Body Paragraph**

“I possess excellent written and verbal communication skills. I developed this through my experience as a camp counsellor, wherein I researched and developed science curriculum and taught this to children aged 8-12. This experience demonstrates my ability to effectively research, develop and make oral presentations as required for this position.”

## Closing Paragraph

- Your closing paragraph should not exceed two lines.
  - Thank the employer for considering your application.
  - Provide your phone number and uLeth email address

- For example:

Thank you for considering my application and I hope to hear from you soon. I can be reached at [jane.doe@uleth.ca](mailto:jane.doe@uleth.ca) or 403-329-5555.

Sincerely,

*Jane Doe*

It's too late for anymore information. Make the most of the introductory and body paragraphs

## **Let's Look at a Complete Cover Letter and a Complete Application**

- What do you see?
- What do you like that you want to incorporate into yours?
- Do you have any concerns or questions?
- Do you see the resume differently?



**Let's take a break**



**Any questions about  
decoding, resumes or  
cover letters?**



## Final Tips

- Decoding is the most important step! Don't rush it!
- Writing a good application is an iterative process.
  - Give yourself time to go back and forth
- Always start an app with the document you are best at writing
- Make sure that the themes of your Related Skills section matches the themes of the body paragraphs in your cover letter
- Make sure that your references match your experiences
- Ensure you prioritize, tweak, and reorder as necessary





# **Student Agreement**

Please pull out your Student Agreement and follow along





## **Next Steps: Job Board Access and CSIII**

- Meet with a Co-op Coordinator
- Build an application that meets these Co-op standards to gain job board access
- Attend CSIII where we will discuss preparing for interview

# **The remainder of today is a working session**

## **To get started:**

- Pull out your laptop
- Visit [uleth.ca/career-bridge/co-op-session-ii-resources](http://uleth.ca/career-bridge/co-op-session-ii-resources)
- Download the documents and templates
- Choose a posting you're interested in and start decoding!
  - Don't worry about the length of the work term or the location

## **Also:**

- Sign up for a Coordinator Meeting