



COVER LETTER & REFERENCE PAGE RESOURCE PACKET



SCHEDULE AN APPOINTMENT WITH A CREW CAREER COUNSELOR

WEB

<https://crew.cc>

EMAIL

jf-crew-career-center@kctcs.edu

PHONE

(502)-213-4520

COVER LETTER

PURPOSE OF A COVER LETTER

A cover letter is a professional business letter that provides a potential employer with important information about you and your background.

- The objective is to demonstrate why you are a perfect match for the position you are applying for and why the employer should interview you.
- A cover letter emphasizes your skills and abilities and provides an opportunity for you to highlight one or two of your professional accomplishments.
- Although cover letters typically accompany each resume you send out, the letter should complement, not duplicate, your resume.
- Your cover letter may make the difference between obtaining a job interview and having your resume ignored, so it makes sense to devote the necessary time and effort in writing effective cover letters.

THINGS TO DO BEFORE YOU START

1. Narrow down your job search to positions that align with your goals.
2. Research the qualifications that employers seek. Explore these resources to find more information about resume expectations.
 - ONET Online- <https://www.onetonline.org/>
 - LinkedIn- <https://www.linkedin.com/>
3. Analyze your past experiences to determine in what ways you have demonstrated some or most of the desired qualifications.
4. Create a draft and seek out feedback from a career counselor or someone in your desired field.

CREATE AND REVIEW YOUR COVER LETTER WITH CREW



1. Schedule an In-Person or Virtual Appointment with a CREW Career Counselor
 - **CREW Career Center Appointment Schedule-**
<https://crew.cc/schedule-appointment>
2. Submit your Cover Letter to the Resume Dropbox for written feedback in 2-5 business days
 - **Resume Dropbox-**
<https://crew.cc/services/resume/steps-before-resume-dropbox-submission>



COVER LETTER

KEYS TO A GREAT COVER LETTER

1. Address it to the person who can hire you.
2. Write it on your own words. Use natural language and avoid using slang terms, jargon, or exaggerating when writing your cover letter.
3. Be specific when describing abilities, skills, honors, activities, and experience.
4. Use examples when necessary.
5. Show that you know something about the company and the industry.
6. Avoid submitting the same letter to multiple employers; tailor the cover letter to each employer.



COVER LETTER FORMULA

WHY

Why you are writing

- Share your purpose for the letter and how you found out about the position.
- Include a statement about your interest in the position.

WHAT

What you have to offer

- Share “What sets you apart?”
- Outline your strongest qualifications that match the position requirements.
- Sell yourself and show motivation to perform well in the position.

HOW

How they can follow up

- Show your appreciation.
- Express your interest in obtaining an interview.
- Tell the employer how they reach you.



COVER LETTER

BREAKDOWN

Applicant's Address

Date of Letter

Organization/Employer's Name

Employer's Title (only necessary if you know the hiring manager)

Organization/Employer's Professional Address

To Whom It May Concern OR Dear ____, (insert the hiring manager's name)

Opening Paragraph: State the reason for the letter and name the specific position or type of work for which you are applying. Make a connection with the reader by mentioning commonalities and make sure to express your interests in the organization. Lastly, conclude with a strong thesis statement, you can introduce skills, knowledge, and experience that you will talk more about in the next paragraph.

Middle Paragraph(s): In this paragraph, you will provide evidence that you can do the job by providing specific examples of past work, internship(s), volunteer work, and classroom experiences. Emphasize skills or abilities you have that relate to the job in a confident manner and make sure to cross-reference the job description to speak on the most apparent job duties. Explain how you can add value to the company and how you are a great candidate for the position. Always remember, the reader is considering your written skills when reading your cover letter.

Closing Paragraph: Thank the employer for looking over your application materials and reiterate your interest in the position and the organization. Provide your phone number and email address and extend the offer for the employer to contact you if they have any questions.

Sincerely,

Your Name (Signed/ Typed in cursive font)

Your Name (Typed)



COVER LETTER

COVER LETTER SAMPLE

Jane Doe
123 Main Street,
Louisville, KY, 40201

October 3, 2025

BIT502
109 East Broadway
Louisville, KY, 40202

To Whom It May Concern,

I am writing to apply for admission to the BIT502 program at Jefferson Community and Technical College. BIT502 is an excellent opportunity that fits very well with my prior web development experience, keen attention to detail, and excellent problem-solving skills, as well as my professional goals.

With a major in Computer and Information Technologies (CIT), I have training in mainframes, minicomputers, and microcomputers, as well as an expansive knowledge of software programs and applications. One of my proudest professional accomplishments was creating a customer-friendly webpage that ensured associate functionality by streamlining online registration, appointment scheduling, and customer database software for Anytime Sports Complex. My work there as a web assistant has prepared me for the BIT502 program and has only reassured me of my passion for helping others through technology. I also pride myself on my ability to pay close attention to detail and identify problems, while creating solutions. I am confident that these skills will provide me with a solid foundation to be successful in the BIT502 program.

I appreciate your consideration of my application for the BIT502 program. I am happy to answer any questions you may have, and I can be reached at 502-213-2222 or jdoe2244@gmail.com. I am confident that the experiences provided through BIT502 will not only prepare me academically but also provide internship opportunities with incredible employers and I look forward to hearing from you.

Sincerely,



Jane Doe



REFERENCE PAGE

PURPOSE OF REFERENCE PAGE

The purpose of a reference page is to provide a list of individuals who can vouch for your qualifications, skills, and work ethic to potential employers.

- When you submit a job application or attend an interview, employers may request references to verify the information on your resume and gain insights into your professional abilities.
- It serves as a way for employers to validate your qualifications and make informed hiring decisions based on the feedback from individuals who have observed or worked with you in a professional capacity.



KEYS TO A GREAT REFERENCE PAGE

- Match the heading of your reference page to your resume, but ensure it is a separate page!
- Your references should be relevant to the position you are applying for. It is typical to be asked for three references.
- Your references can be submitted with your resume and cover letter OR you can submit your references after the employer asks.
 - When an employer asks for references after an interview- it's usually a great sign!
- Always contact your references and ask them for permission before listing them. Give them a heads-up each time you use them as a reference.

Name of Candidate

Location • Phone Number • Email • Portfolio/LinkedIn • Pronouns

Professional References

Name of reference

Their position/Title

The name of the department/office/organization

Email Address

Phone Number

Their professional relationship with you

Name of reference

Their position/Title

The name of the department/office/organization

Email Address

Phone Number

Their professional relationship with you

Name of reference

Their position/Title

The name of the department/office/organization

Email Address

Phone Number

Their professional relationship with you

Jane Doe

Louisville, KY • 502-213-2222 • Jdoe2024@yahoo.com • Jdoeportfolio.wordpress.com • She/Her/Hers

Professional References

Dr. Boss Women (Ph.D)

Computer Information Systems Chairman and Professor
University of Louisville- Computer Information Systems Department
DRBWoman@uofl.edu
(502) 234-5678

Relationship to Candidate: Professor

Mr. Boss Man

Front Line Supervisor
UPS- Worldport
Whatcanbrowndoforyou@ups.com
(502) 456-7890

Relationship to Candidate: Supervisor

Collin Colleague

Web Developer
KY Humane Society- Web Development Team
CollinColleague@KYHuman.com
(502) 999-9999

Relationship to Candidate: Colleague