
Memorandum

To: Professor Laura Brown
From: Alex Myers
Subject: Analysis of Cover Letters and Resumes
Date: July 19, 2015

The reasoning for this memo is to address the rhetorical background of the two job openings I have chosen at the National Fuel Gas Distribution Corporation and George W. Hill Correctional Facility. Within this memo, I will explain the applications I put forth into writing these resumes and cover letters. In order to focus on the entire job application process, I have broken this memo down into three pieces; Audience Analysis, Job Descriptions, and a Rhetorical Analysis. All three sections are equal in importance, however contribute context that varies greatly from one another. The Audience Analysis gives a description about the company offering the job and potential employees who are seeking the position. The Job Description is simply an overview of what the job ad entails. The Rhetorical Analysis explains the different objectives I took into consideration while making my cover letters and resumes.

Audience Analysis

National Fuel Gas Distribution Corporation

National Fuel is a multi-billion dollar corporation that sells and distributes natural gas to more than 737,000 customers through a local distribution system located in Western New York and Northeastern Pennsylvania. With headquarters located in Williamsville, NY, there are divisional operation within New York, Pennsylvania, and Texas that provide services efficiently and conveniently for customers located throughout the region. National Fuel takes pride in being ranked at the top for offering competitively low prices year after year to its customers which continues to make the corporation perspire. Specializing in pipelining and the storage of natural gas, National Fuel has the right to boast about its 2,300 and growing miles of underground pipeline. The company motto here is “Innovative Solutions is Our Business”.

The Company holds assets across the entire natural gas spectrum from utility, pipeline and storage, exploration, and production and energy marketing. This job is specifically for the utility segment located at a branch office in Erie, PA. Being at a branch location, the people applying for this job would be pursuing a position involved with administrative assistant to the headquarters. The applier would be interested in every day new job challenges and opportunities considering branch offices are mainly for expanding and developing an organization. Lastly, the Company implies that its employees deliver innovative, analytical minds that can help them further improve the efficiency and quality of their services.

George W. Hill Correctional Facility

George W. Hill Correctional Facility is located in Delaware County, Pennsylvania and takes honor of housing one of the highest numbers of detainees in the state at 1,886. Having been in operation since 1998, GWHCF delivers top notch services in education and counseling, as well as a positive reputation for a very successful discharge rate. Specific services that are included within the facility are intermediate education, basic carpentry, targeting success, workplace essential skills, pre-adult basic education, adult basic education, GED preparation, GED testing (Certified), computer literacy, and positive living assistance network. The mission of this company is to provide a healthy, drug-free, safe and secure environment within which we will provide treatment and education services that focus on changing addictive and criminal behaviors. They provide their participants with the knowledge and skills necessary to lead a productive lifestyle prior to reintegration into their communities.

Being a leading provider of correctional services in the United States, applicants are seeking a very versatile job opportunity here at GWHCF. They offer assistance in every corner of the law enforcement and correctional setting, so people applying for this job are looking for a way to display their diverse set of skills and knowledge in order to better the organization. Applicants are dedicated to working with law enforcement and want to help give people an opportunity to succeed in life.

Job Descriptions

National Fuel, Land Analyst

National Fuel's main goal is to provide innovative ways for providing its customers with natural gas through safe and efficient pipelining. Tasks given within this job are driven by using and understanding geographical information systems (GIS) databases, primarily ESRI. The Environmental Systems Research Institute, ESRI, offers a platform for using software's such as ArcGIS. Since National Fuel is so involved with environmental protection and geometrics, the company hires geographers who can relate their current databases to changing new and innovative databases to further the organizations efficiency.

The position I am applying for is precisely involved with the mechanics mentioned above. Within the job ad itself, tasks to be expected and required to do are the maintenance of and generation of reports from various land databases, working with mapping and geometrics, and prior experience with database management is preferred. The job ad also mentions that a Bachelors Degree related to the job field is required. I will have a Bachelor's of Science Degree in Geography before applying, as well as a specialized certification is GIS. I will emphasis that GIS certification throughout the application process.

In addition to academic requirements from this job ad, the company also highlights prior work experience concentrated around a similar field is preferred. Working with the Land Department and emphasizing Public Awareness on what the company is involved with is also mentioned, so I will add the fact that I have prior work experience in both of those specific fields.

George W. Hill Correctional Facility, Correctional Officer

The George W. Hill Correctional Facility strives on the ideals of correcting individuals of their criminal and addictive conducts. Duties derived from becoming a correctional officer involve overseeing and maintaining custody, care and control of inmates or detainees of the facility. The facility works with multiple offender management programs and delivers service to both males and females from the U.S. Marshal Service, the Federal Bureau of Prisons, and Immigration and Customs Enforcement. Because this facility is so dynamic, the company seeks employees who are flexible, able to command the respect and confidence of inmates or detainees and staff, philosophically committed to the objectives of the facility, and possess a high tolerance to mental stress.

Applying for the correctional officer position offered by the company, I am focusing in on the last part of the previous paragraph. The job ad expresses its importance to being a disciplined and sensitively dedicated team builder within the organization. It is noted that advanced training in behavioral science, correctional services, or related fields is highly preferred. The ability to handle mental and physical stress while working with detainees is dually noted in the job ad as well. In order to cover the basis of the majority of tasks explained in the ad, I will express my military career to show I am fit for the job at hand.

Other than work related and field related experience, the job ad does not show a high interest in academic requirements. It simply says high school diploma or equivalent certification required, however college coursework is preferred. By showing the fact I have achieved a college degree, I will cover the remaining job tasks such as the ability to work long hours, attention to detail, etc.

Rhetorical Analysis

Before starting this assignment, it was advised that we try and pick two completely opposite job fields in order to test our job application process ability. In doing so, I have constructed two completely opposite resumes where the criteria is suitable towards each job. One job focuses more towards the academic spectrum and how developed you are as a geographer with GIS knowledge. On the other hand, the opposite job keys in on work related experiences in the law enforcement field which makes the opposing distinctions very clear. Within my rhetorical analysis, I will explain how each resume and cover letter compliments the respective job ad.

National Fuel Application Methods

For the National Fuel land analyst cover letter, I opened up by expressing great interest towards the job and pretty much selling myself as the best applicant ever for the job. The introduction paragraph follows pretty much the standard guidelines for cover letters; show lots of enthusiasm and make the hiring representative want to read the rest of the cover letter. I want to note that I add a little header section that referenced the job ad itself; the job id number, the date it was posted, and the job title I'm applying for.

For the second paragraph, I went right into my academic background. First off let me note that Penn State is recognized as the best geography school in the nation and also upon further investigation I found out that 3 of the 4 branch managers are Penn State grads. So with that being said, I really used Penn State to my advantage. I mentioned the fact that I'll be obtaining a Bachelors of Science in the geography department here as well as the GIS certificate. I ended that paragraph with more enthusiastic remarks complementing my college degree.

Going into the third paragraph, I wanted to bring in some professional work experiences but I did not want to steer away from that Penn State nugget I was using. So for my professional related work, I mentioned that fact that I have worked beside some well known geographers here at Penn State as a research assistant. I highlighted some very specific projects I managed in order to give them a sense of what kind of materials I could handle. In the final paragraph, I rounded the cover letter off with more remarks of selling myself to be the best. I also offered a follow-up date for a formal meeting in order to show that I am very interested in meeting face to face with them.

For my land analyst resume, I followed the same suite as my cover letter. I really wanted to portray that Penn State degree in my favor so I followed a skill set resume, rather than a chronological one. First I'll talk about the content within the resume. I started it off with a simple header section that contained my name and contact info. Next I went right into the education section. I wanted the college degree to go first so I put that down and mentioned my geography major and GIS certification as well for obvious reasons followed up by achieving my high school diploma and National Honor Society achievement. I added the high school information to show that I have always been a dedicated student, a trait I will carry into the work force. Then I followed with my professional work, once again highlighting my achievement at Penn State....I think we get the Penn State point by now. And rounded the w resume off with a little extra work related involvement I had one summer dealing with tasks similar to what they are looking for, just on a much smaller scale. I did not include references because the job ad prefers letters of recommendations.

For the context and format for this resume, I used various techniques. I wanted to show an innovative mind rather than a straight forward bland resume so I bolded Penn State related things, underlined specific certifications, and even added the Penn State logo as an eye catcher to the hiring representative.

George W. Hill Correctional Facility Application Methods

The correctional officer cover letter follows the same flow as the land analyst one. Once again, I add the reference header so the hiring manager quickly knows which job I'm interested in. Within the introduction paragraph I sell myself to the employer and make it seem like they should hire me immediately.

So since this is a job that is related heavily to providing a public service, I started my second paragraph with the fact that I'm in the military and currently in the Reserve Officer Training Corps. program. I feel this just sets the bar high for me right away and appeals to the hiring manager that I have some military experience. I also added it first because it contains most

experience I have that qualifies towards the job ad. During that second paragraph, I offer up specific instances I have achieved during my military career that compliment the exact duties required within the job ad. It's almost like I'm using the job description as checklist to write my cover letter, going through and making sure I qualify for everything required.

In the third paragraph, I mention my most recent job of being an Auxiliary Police Officer at Penn State. This is a job that shows I am already involved with law enforcement and have already sparked interest in the job field. I utilize this to my advantage to highlight anything I may have missed with my military background. With these two professional experiences mentioned in my cover letter, I feel that I have all qualification covered and that they have to hire me.

Ending the cover letter the standard way, I express enthusiastic remarks about wanting to become an employee at the George W. Hill Correctional Facility. I again mention the possibility of setting up a formal meeting face to face in order to show I am very eager to get this job.

Before doing this resume, I did a lot of research on law enforcement resumes and they all seemed to follow a similar format. You'll notice with mine, I head it off with a professional section showing my name and contact information. And then, unlike conventional resumes, I added a section called a profile. This is just a short section composed more of fragmentations rather than full sentences, a technique that makes it easier to read. It highlights everything important but it's not lengthy and drawn out, but instead like the reader is just scanning the resume, which happens 95% of the time I feel like. At the end of my profile sections, I added a column that shows "areas of expertise", a technique I picked up on in my research. It's a very easy way to get across to the reader what you feel they are looking for and values you have that will put you at the top.

For the flow of this resume, I again followed a skill set tone. Since work experience was valued higher than education in the job ad, I start off with my professional experience. I just compliment my cover letter here by showing military experience, but telling of specific tasks I performed in my resume. Again I used that fragmentation method here for the same reasons as before. I finish work experience up with my law enforcement experience, very detrimental to the job ad. Another approach I picked up on was after the fragmentation section for each installing a "Key Achievements" section. It nicely displays anything you felt was above and beyond what other applicants may have achieved.

To end this resume I just add my college degree in there but with nothing specific about it. The job ad is not seeking education, so I feel it's not that important. Along with education, I add certifications into that mix. These are certifications I have gained through the military and my police job, things I feel will guarantee this job.

Alexander Myers

424 Waupelani Drive, State College, PA 16801 – (814)-558-0938 (Home & Cell) – akm5304@psu.edu

19JULY2015

National Fuel
Human Resources
P.O. Box 2081
Erie, PA 16512

RE: Land Analyst, Position #15-036PA, 6/30/2015

You need a sharp GIS and Data Processing intern with great attention to detail and excellent skills. My education and training make me an ideal candidate for this position. I am guaranteed to provide you with a new generation of geographical knowledge I have acquired throughout my academic years at Penn State.

My educational background has prepared me for the role of GIS and Data Processing. In particular, my study of geography at The Pennsylvania State University with the GIS certification has set me apart from other candidates. I can perform various tasks that are linked to using GIS and analyzing data using imagery from multiple platforms. I am eager to contribute my enthusiasm and up-to-date skills to the National Fuel team.

With professional work, I've acted as a research assistant to multiple professors at Penn State who will confidently reference my projects. Working with ESRI, the main GIS platform used nationwide, it has familiarized me with the certain attributes you are seeking. I've completed work focusing in on deforestation along the coast of Chile, invasive species patterns keying in on hardwood declination, and various other environmental related categories. I've produced crop yield reports for local farmers here in the State College area as well as land suitability analysis for where to plant certain crops.

I am certain that my resume will give you a greater understanding of my qualifications for this exciting opportunity. I will call your office on 25JULY2015 to discuss the arrangement of a formal meeting that can be scheduled at your convenience. I would greatly appreciate the opportunity to work with and learn from you and your talented team in order to become a land manager within your company. I look forward to speaking with you soon.

Very Respectively,

Alex Myers

Alexander Myers

424 Waupelani Drive Apt. D-23

State College, PA, 16801, United States

(814)558-0938

akm5304@psu.edu

EDUCATION

The Pennsylvania State University, State College, PA, United States

Geography Candidate, May 2016

Pursuing a Bachelor's of Science degree in Geography with a GIS certification

Smethport Area High School, Smethport, PA, United States

- **National Honor Society-GPA 3.5 or Higher**
 - Received High School diploma
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PROFESSIONAL EXPERIENCE

The Pennsylvania State University; Research Assistant

- Utilized by top notch geography professors on multiple GIS related projects who valued my work ethic and attention to detail
- Managed projects that took weeks to conclude and provided the data in the most efficient way possible

Howard Drilling LLC., Mt. Jewett, PA, United States

- Worked with oil field drilling equipment on very productive oil and natural gas wells.
- Developed strategies for hydraulic fracking of wells by using the latest technology for well logging.
- **Utilized GPS for mapping out well location proximities as well as pre-determined pipeline routes.**



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19JULY2015

George W. Hill Correctional Facility,

500 Cheyney Road

Thornton, PA

Phone: (814) 865-1864 or (814) 865-1865

RE: Correctional Officer, Job Number: 5071019, 06/27/2015

You need a sharp individual with great work ethic and excellent skill set within the law enforcement field. My education, training, and military background make me an ideal candidate for this position that sets me apart from other candidates.

With a Reserve Officer Training Corps. background, it has prepared me for the role of becoming an correctional officer. In particular, my training in Army ROTC at The Pennsylvania State University has given me a solid background so I can perform various tasks that are linked to becoming a successful correctional officer as well building a strong team with my peers. Graduating from the Leadership Development and Assessment Course, it has provided me with skills in assessing and developing others around me in order to better an organization. Having worked with high ranking officers and enlisted soldiers in the U.S Army, it has given me the opportunity to develop a strong sense of professionalism and dedication within the work place.

While attending Penn State, I worked as an Auxiliary Police Officer. Working closely with the State College Police Tasks, job duties entailed anything from traffic, downtown foot patrols, dorm security on campus, press conference security for major personnel, as well as handling any unlawful pedestrians within the work field. This job has given me a great skill set working as a law enforcement officer, skills you are seeking in your employees.

I am certain that my resume will give you a greater understanding of my qualifications for this exciting opportunity. I will call your office on 24JULY2015 to discuss the arrangement of a formal meeting that can be scheduled at your convenience. I would greatly appreciate the opportunity to work with and learn from you and your talented team. I look forward to speaking with you soon.

Very Respectively,

Alex Myers

Alexander Myers

424 Waupelani Drive • State College, PA 16801 • Phone 814.558.0938 • akm5304@psu.edu

PROFILE

Resourceful, accomplished, and dedicated individual with over 4 years of self & subordinate assessments, leadership development, and organizational tasks with the military and law enforcement spectrum. Valued by superiors for attention to detail and competence while completing tasks in unfamiliar settings. Placed high in the chain of command to showcase leadership skills and provide direction in order to better the organization. Proven leader with the ability to achieve results in high-pressure situations. Proficient in MS Word, MS Excel, Information Systems Database, and Internet research techniques for recruitment. Key areas of expertise include:

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|-------------------------------|--------------------------------|-------------------------|
| • Rules of Engagement | • Interview Techniques | • Surveillance |
| • Physical Security | • Briefing Techniques | • Critical Thinking |
| • Rules of Search and Seizure | • Protective Personal Security | • Counseling Techniques |

PROFESSIONAL EXPERIENCE

The Pennsylvania State University • State College, PA • 2011 to Present

Army Reserve Officer Training Corps. – *Platoon Leader Mentor* – Conduct complex military trainings involving personnel and property for the department with 52 Army Officer Candidates. Manage various situations dealing with demonstrating sound judgment, critical/creative thinking, and moral reasoning. Develop interpersonal tact with people; coaching, teaching, counseling, motivating, and empowering. Developed personal skills in order to seek self-improvement, organizational growth, envisioning, adapting, and leading change.

Key Achievements:

- Completed Leadership Development and Assessment Course (LDAC) at Fort Knox, KY. Graduated within the top 15% of officer candidates out of 550 personnel.
- Completed Cultural Understanding and Language Proficiency (CULP) trip to Lithuania.
- Tasked to the 28th Infantry Division in PA in order to supply logistical reports for units stationed along the East Coast.

Penn State University Police – *Auxiliary Police Officer* – Auxiliary Officers are deployed to provide security and traffic for mostly all events involved around the campus and State College, PA. Patrol in the residence hall areas throughout campus to ensure our student housing is secure.

Key Achievements:

- Selected by supervisors to manage complex situations requiring heightened attention to detail and public sensitivity

EDUCATION AND CERTIFICATION

Bachelor of Science – Geographical Information Science – The Pennsylvania State University • 2016

Clery Act Certified 2014
Child Abuse Prevention Certified 2014
Adult and Infant CPR/First Aid 2012