Writing educational objectives

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	Dear Russ Roman,
A personalized greeting	I have a problem. See, my inbox currently (and embarrassingly) hosts 1,500 unread emails—including newsletters from at least 50 different brands.
An engaging opener An explanation of why you're applying to this	But this problem only fuels my passion for creating emails that are worth opening. Because from my perspective, as someone who can barely get through their own stack of mail, that's a true win. The bane fellowing Nitshe for wors and one part bare for the start of the star
company	proudly say that I open every single email you send to me. I'm a sucker for a good subject line—Take a Vitamin-ute—We'll A-B-C You Soon" being my favorite—and the way your
A nod to this part of the job description:	email content feels both fun and expert- backed really speaks to me. This is why I'm thrilled to submit my application for a role as email marketing manager at your company.
 Improve campaign success through conversion optimization, A/B testing, and running experiments 	I have over four years of experience working in the email marketing space. In my current role at Westside Bank, I was able to implement new email campaigns centered around reengaging churred clients. By analyzing data around the types of clients who churn and the engagement of our current email subscribers, as well as A/B testing headlines and newsletter layouts, we were able to increase email subscribers by 15% and
examples of making an impact	convert 30% of those subscribers to purchase our product, a significant increase from the previous year. I also launched a "Your Credit Matters" newsletter focused on educating our clinate on bow they repeat out on an encouse their
A nod to this part of the job description:	credit—which became our highest performing campaign in terms of open-rates and click- through to date.
Partner and collaborate cross- functionally with sales, product, product marketing, and data teams	Previously, as a member of the marketing team at Dream Diary Mattresses, I collaborated with the sales and product team to understand how I could best support them in hitting their quarterly goals. One specific project involving creating personalized emails for customers drew more people to come back to our site after 30 days than direct paid ad campaigns, leading to a 112%. Increase in revenue from the last quarter.
A nod to this port of the job description:	Lake the content I write and the calendars I manage seriously, editing and refining to the point beyond being detail-oriented into scary territory, and I feel my experience and drive would greatly help Vitabe further develop their email program for success.
 Manage email marketing strategy and calendar 	Thank you very much for your time and consideration.
	Lad Miller

The Impact Cover Letter 🧉

FIRST, MIDDLE INITIAL, LAST NAME

Greater City, State Area | emailaddress@email.com | (111) 222-3333 | LinkedIn URL

Resume Title

Results-driven and motivated customer service enthusiast with extensive training in hospitality principles in high-pressure, fast-paced environments. Ethical professional skilled in creative problem solving, training and developing customer-facing teams, and promoting brand loyalty. Detail-oriented with exceptional instincts for meeting high expectations and delivering service standards. Dually-talented stage producer and actor with contagious love of fine arts.

CORE PROFICIENCIES

- Front & Back of House Operations
- Multicultural Guest Relations
- Hospitality Steps of Service
- Specialty Cuisines and Presentations
 Bottle Service & Bartending
- Event Planning / Catering / Banquet Services
 Staff Training & Development
- Food and Vitchen Safety / OSU
- Inventory Controls & Purchasing
 Food and Kitchen Safety / OSHA

PROFESSIONAL EXPERIENCE

FLOOR MANAGER | Restaurant Name | Year to Present

- Champion vital front-of-house operations involving exceptional standards of service and intensive training to meet sales targets and customer expectations.
- Assist executive leadership to expedite service operations, maintain excellent customer and public relations, and drive strong profit margins.
- Train servers and host staff on menu content, customers service, expediting bottle service, upselling product, and satisfying all customer requests.
- Schedule efficient floor coverage to swiftly turn tables to meet customer demand.
- Supervise and motivate employees with effective training, development, goal setting, and constructive feedback while
 revealing deficiencies that may result in disciplinary actions or terminations.
- Secure financial assets by reconciling and depositing large credit card and cash receipts and verifying employee transactions against point-of-sale (POS) reports.
- Intervene with customer complaints to resolve issues and promote brand loyalty, referrals, and returned business.

Noted Accomplishment:

 Introduced incentives and a systematic performance management system that developed team strengths and increased productivity 25%.

Additional Server and Hospitality Management experience in multiple high-end restaurants in the City, State area.

EDUCATION AND TRAINING

Mixology & Bartending

Bartending School of New York, New York, NY

Fine Arts, Film & Theatre Acting

The Art Students League of NYC, New York, NY | School of Performing Arts, Helsinki, Finland General Studies, Forrest Park Community College





john smith

1234 Main St • Anytown, State • 123456 CELL (123) 555-5555 • E-MAIL j.smith@johnsmith.com

PROFILE Lorem ipsum dolor sit amet, consectetur adipiscing elit.

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Cum sociis natoque penatibus et magnis dis parturient montes, nascetur mus.

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EDUCATION Bachelor of Arts

Impressive University, Ivy League, NY 12345 Graduated 2006

SKILLS Certification 1 Fancy Software 1 Software 2 Fancy Software 2 Fancy Software 4 Software 5

EXPERIENCE Company1

Vivamus scelerisque enim vel ante sollicitudin fermentum. Praesent pulvinar faucibus fringilla. Ut ultrices tellus a nisi ultrices vulputate.

Company 2

Vivamus lacus lorem, euismod sed aliquet nec, aliquam eu tellus. Etiam volutpat sem a leo elementum euismod. Maecenas cursus, mauris vel posuere ultrices, mauris odio eleifend enim, ac venenatis augue mi quis purus.

Internship

Vivamus scelerisque enim vel ante sollicitudin fermentum. Praesent pulvinar faucibus fringilla. Ut ultrices tellus a nisi ultrices vulputate.

appreciation for X" These objectives can be clarified by asking ourselves: "What would students do differently if they really 'understand' or 'appreciate' X?" Articulating your learning objectives at the appropriate grain can be challenging at first. Here are some resources to help: One of the most widely used ways of organizing levels of expertise is according to Bloom's Taxonomy of Educational Objectives. (Bloom et al., 1994; Gronlund, 1991; Krathwohl et al., 1956.) Bloom's Taxonomy (Tables 1-3) uses a multi-tiered scale to express the level of expertise required to achieve each measurable student outcome. Organizing measurable student outcomes in this way will allow us to select appropriate classroom assessment techniques for the course. There are three to use for a given measurable student outcome is connected. There are knowledge-based goals, skills-based goals, and affective: values, attitudes, and interests); accordingly, there is a taxonomy for each. Within each taxonomy, levels of expertise are listed in order of increasing complexity. Measurable student outcomes that require the higher levels of expertise will require more sophisticated classroom assessment techniques. The course goal in Figure 2--"student understands proper dental hygiene"--is an example of a knowledge-based goal. It is knowledge-based because it requires that the student learn certain facts and concepts. An example of a skills-based goal for this course might be "student flosses teeth properly." This is a skills-based goal for this course might be "student flosses teeth properly." This is a skills-based goal for this course might be "student flosses teeth properly." might be "student cares about proper oral hygiene." This is an affective goal because it requires that the student's values, attitudes, or interests be affected by the course. Level of Expertise Description of Level Example of Measurable Student Outcome Table 1: Bloom's Taxonomy of Educational Objectives for Knowledge-Based Goals 1. Knowledge Recall, or recognition of terms, ideas, procedure, theories, etc. When is the first day of Spring? 2. Comprehension Translate, interpret, extrapolate, but not see full implications, closer to literal translation. What does the summer solstice represent? 3. Application Apply abstractions, general principles, or methods to specific concrete situations. What would Earth's seasons be like in specific regions with a different axis tilt? 4. Analysis Separation of a complex idea into its constituent parts and an understanding of organization and relationship between the parts. extraneous variables. Why are seasons reversed in the southern hemisphere? 5. Synthesis Creative, mental construction of ideas and concepts from multiple sources to form complex ideas into a new, integrated, and meaningful pattern subject to given constraints. If the longest day of the year is in June, why is the northern hemisphere hottest in August? 6. Evaluation To make a judgment of ideas or methods using external evidence or self-selected criteria substantiated by observations. What would be the important variables for predicting seasons on a newly discovered planet? Level of Expertise Description of Level Example of Measurable Student Outcome Table 2: Bloom's Taxonomy of Educational Objectives for Skills-Based Goals Perception Uses sensory cues to guide actions Some of the colored samples you see will need to be diluted? Set Demonstrates a readiness to take action to perform the task or objective Describe how you would go about taking the absorbance spectra of a sample of pigments? Guided Response Knows steps required to complete the task or objective Determine the density of a group of sample metals with regular and irregular shapes. habitual manner Using the procedure described below, determine the quantity of copper in your unknown ore. Report its mean value and standard deviation. Complex Overt Response Performs task or objective as above, but can also modify actions to account for new or problematic situations You are performing titrations on a series of unknown acids and find a variety of problems with the resulting curves, e.g., only 3.0 ml of base is required for one acid while 75.0 ml is required in another. What can you do to get valid data for all the unknown acids? Organization Creates new tasks or objectives incorporating learned ones Recall your plating and etching experiences with an aluminum substrate. Choose a different metal substrate and design a process to plate, mask, and etch so that a pattern of 4 different metal substrate. Student Outcome Table 3: Bloom's Taxonomy of Educational Objectives for Affective Goals Receiving Demonstrates a willingness to participate in the activity When I'm in class I am attentive to the instructor, take notes, etc. I do not read the newspaper instead. Responding Shows interest in the objects, phenomena, or activity by seeking it out or pursuing it for pleasure I complete my homework and participate in class discussions. Valuing Internalizes an appreciation for (values) the objectives, phenomena, or activity I seek out information in popular media related to my class. Organization Begins to compare different values, and resolves conflicts between them to form an internally consistent system of values Some of the ideas I've learned in my class differ from my previous beliefs. How do I resolve this? Characterization by a Value or Value Complex Adopts a long-term value system that is "pervasive, consistent, and predictable" I've decided to take my family on a vacation to visit some of the places I learned about in my class. To determine the level of expertise required for each measurable student outcome, first decide which of these three broad categories (knowledge-based, and affective) the corresponding course goal belongs to. Then, using the appropriate Bloom's Taxonomy, look over the descriptions of the various levels of expertise. Determine which description most closely matches that measurable student outcome. As can be seen from the examples given in the three Tables, there are different ways of representing measurable students (Figure 2), as questions to be asked of students (Tables 1 and 2), or as statements from the student's perspective (Table 3). You may find additional ways of representing measurable student outcomes; those listed in Figure 2 and in Tables 1-3 are just examples. Bloom's Taxonomy is a convenient way to describe the degree to which we want our students to understand and use concepts, to demonstrate particular skills, and to have their values, attitudes, and interests affected. It is critical that we determine the levels of student expertise that we are expecting our students to achieve because this will determine which classroom assessment used in introductory college courses--multiple choice tests-might be quite adequate for assessing knowledge and comprehension (levels 1 and 2, Table 1), this type of assessment often falls short when we want to assess our students knowledge at the higher levels of synthesis and evaluation (levels 5 and 6).4 Multiple-choice tests also rarely provide information about achievement of skills-based goals. Similarly, traditional course evaluations, a technique commonly used for affective assessment, do not generally provide useful information about changes in students) with useful feedback for determining whether students are attaining our course goals. Usually, this is due to a combination of not having formalized goals to begin with, not having formalized goals to begin with, not having translated those goals. to achieve them. Using the CIA model of course development, we can ensure that our curriculum, instructional methods, and classroom assessment techniques are properly aligned with course goals. Note that Bloom's Taxonomy need not be applied exclusively after course goals. with its different categories can help in the goals. Bloom's Taxonomy can be used in an iterative fashion to first state and then refine course goals. References Bloom, B. S., Englehart, M. D., Furst, E. J., Hill, W. H., & Krathwohl, D. R. (1956). The Taxonomy of educational objectives, handbook I: The Cognitive domain. New York: Macmillan Publishing Co. Krathwohl, D. R. (1956). The Taxonomy of educational objectives, handbook I: The Cognitive domain. New York: Macmillan Publishing Co. Krathwohl, D. R. (1956). The Taxonomy of educational objectives (4th ed.). New York: Macmillan Publishing Co. Krathwohl, D. R. (1956). educational objectives, the classification of educational goals, handbook II: Affective domain. New York: David McKay Co., Inc.

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