

**Draft: Sample Letter from Companies to 2- and 4-year
Colleges and Universities on JobSTART101**

Date xx, 2011

[Name]
[Title]
[Company]
[Address]
[Address]

Dear [Name],

As the [Title] of [Company], I am a member of HR Policy Association, an organization representing chief human resource officers of more than 300 of the largest corporations doing business in the United States and globally.

Our company wants to share information about a new initiative that I think will be a helpful career-building resource for college students and recent college graduates – **JobSTART 101: Smart Tips and Real-World Training.**

A recent survey conducted by The Springboard Project – an independent commission of thought leaders – found that 61 percent of U.S. employers say it is difficult to find qualified workers to fill job vacancies. This is why HR Policy Association and Business Roundtable joined forces to develop **JobSTART 101** – a free, interactive online course for college students and recent college graduates that introduces the professional skills necessary for entry-level employees to succeed in the workplace. You can view it for yourself at www.jobstart101.org. The course includes topics ranging from communicating and problem solving to developing a professional persona for long-term career advancement.

I would appreciate your assistance in spreading the word about JobSTART 101 to your students and recent graduates. Making this valuable online course available through your career counseling center and encouraging its use will help your students and graduates prepare for employers' expectations and give them practical advice as they transition from the campus to the workplace.

For more information about JobSTART101, feel free to contact Marisa Milton of HR Policy Association at mmilton@hrpolicy.org.

Sincerely,
[Signature]