

Cover Letter Rubric

Student Name: _____

		Exemplary ☆☆☆	Accomplished ☆☆	Developing ☆
Format	Header <i>Goal: To give a positive/lasting first impression</i>	<input type="checkbox"/> Name and contact information that matches your resume.	<input type="checkbox"/> Name and contact information are included but do not stand out or match resume	<input type="checkbox"/> Lacking one or more pieces of contact information
	Business Format <i>Goal: Create a professional looking document</i>	<input type="checkbox"/> Company name, contact & address listed <input type="checkbox"/> Date of submittal <input type="checkbox"/> Addressed to a specific individual at company <input type="checkbox"/> No spelling/grammar errors <input type="checkbox"/> Good flows & writing skills	<input type="checkbox"/> Some key organization information missing <input type="checkbox"/> Addressed generally (ie: to whom it may concern) <input type="checkbox"/> Minimal spelling/grammar errors <input type="checkbox"/> Letter sounds choppy	<input type="checkbox"/> Key Organization information missing <input type="checkbox"/> Not dated <input type="checkbox"/> Multiple spelling/grammar errors. <input type="checkbox"/> No clear flow to the letter
	Signature <i>Goal: Formal closing of letter</i>	<input type="checkbox"/> Formal closing (Sincerely,) <input type="checkbox"/> Both typed and written signature (formatted in PDF)	<input type="checkbox"/> Only typed signature included	<input type="checkbox"/> No signature is included <input type="checkbox"/> Informal closing- (ie: talk to you soon, love, etc.)
Structure	Introduction <i>Goal: Identifies position applied for & explains why you are interested</i>	<input type="checkbox"/> Concisely states the purpose of the letter <input type="checkbox"/> Includes position title & posting number <input type="checkbox"/> States how you learned about the position	<input type="checkbox"/> Vague explanation of why you are writing <input type="checkbox"/> Only position title provided	<input type="checkbox"/> No purpose of letter included <input type="checkbox"/> Does not identify which position you are applying for <input type="checkbox"/> No reference of where you saw the job posting
	Main Body <i>Goal: Provide work history & experience</i>	<input type="checkbox"/> Tailored to the organization/position <input type="checkbox"/> Emphasizes skills or abilities you have that relate to the job for which you are applying; highlighted by solid & impactful examples (see below)	<input type="checkbox"/> Generally tailored to the position, but not the organization <input type="checkbox"/> Limited information on skills or abilities you have that relate to the job you are applying for; using unimpactful examples	<input type="checkbox"/> Not tailored to the organization/position listed <input type="checkbox"/> List of skills with no evidence of work, volunteer, or education examples; repetitive of resume
	Conclusion Pt 1 -Wrap Up <i>Goal: Guide the reader to your resume</i>	<input type="checkbox"/> Summarizes how you can contribute to company <input type="checkbox"/> Thanks the employer for their time <input type="checkbox"/> Refers employer to resume for further information	<input type="checkbox"/> Summarizes skills without connecting it back to the position/employer <input type="checkbox"/> References resume without formally inviting employer to review	<input type="checkbox"/> No reference to how you can contribute/help the employer <input type="checkbox"/> Does not acknowledge employer's time and effort <input type="checkbox"/> No reference to resume
	Conclusion Pt 2 - Call to Action <i>Goal: Promotes an immediate response</i>	<input type="checkbox"/> Conveys a clear desire to hear back from the employer <input type="checkbox"/> Includes the best way to contact you <input type="checkbox"/> Portrays excitement about the opportunity	<input type="checkbox"/> Prompt for follow-up included, but not clear or is unprofessional <input type="checkbox"/> Unclear on best method of contact	<input type="checkbox"/> No prompt for employer to follow up <input type="checkbox"/> No best method of contact listed
Impact	Is your cover letter powerfully worded?	Is your cover letter result driven?	Is your cover letter quantitative?	Is your cover letter well rounded?
	<input type="checkbox"/> Great use of action words that impact skills listed <input type="checkbox"/> Uses adverbs to show quality	<input type="checkbox"/> Emphasizes accomplishments with clear results from experiences listed	<input type="checkbox"/> Often highlights quantifying information (\$, %, #) where appropriate	<input type="checkbox"/> Balances both hard and soft skills directly related to field/position of interest

Reviewed By: _____ Date: _____