

# COVER LETTER RUBRIC

VIP|CSL

Name: \_\_\_\_\_ Student ID: \_\_\_\_\_ Academic Term: \_\_\_\_\_

	Needs Improvement	Average	Effective
<b>Worksheet</b> <i>Attention to detail</i>	<input type="checkbox"/> Several sections not complete <input type="checkbox"/> Little to minimal effort taken	<input type="checkbox"/> Most sections complete <input type="checkbox"/> Created 3 sentences for middle but not all are relevant	<input type="checkbox"/> All sections complete <input type="checkbox"/> Created 3 sentences for middle that relate to the job description
<b>Appearance</b> <i>Consistent professional formatting</i>	<input type="checkbox"/> Not formatted consistently, multiple areas to improve <input type="checkbox"/> Missing some contact info or date <input type="checkbox"/> Letter is not addressed appropriately (informal, wrong prefix, spelling error)	<input type="checkbox"/> Formatting is mostly consistent <input type="checkbox"/> Contact info and date is not properly organized <input type="checkbox"/> Letter is not addressed to an individual (Dear Hiring Manager)	<input type="checkbox"/> Consistent professional-looking formatting <input type="checkbox"/> Contact info and dates are complete and organized well <input type="checkbox"/> Letter is addressed properly (Dear Ms. Susan Abel or Dear Susan Abel)
<b>First Paragraph</b>	<input type="checkbox"/> Self-focused, rather than focusing on the employer <input type="checkbox"/> Job title/ application number not indicated	<input type="checkbox"/> Explains their interest but not in a unique way <input type="checkbox"/> Identifies job title/application number	<input type="checkbox"/> Demonstrates unique interest in the role <input type="checkbox"/> Identifies job title/application number and how job was found
<b>Middle Paragraph(s)</b> <i>Relevant skills Qualify or quantify skills</i>	<input type="checkbox"/> Skills/experience/knowledge are vague and common, are not relevant <input type="checkbox"/> No examples/evidence provided to demonstrate skills or experience	<input type="checkbox"/> Skills/experience/knowledge are relevant but are not clearly linked to the job posting <input type="checkbox"/> Example or evidence provided to demonstrate one skill or experience	<input type="checkbox"/> Skills/experience/knowledge are relevant and link clearly to the job <input type="checkbox"/> Multiple examples/evidence provided to demonstrate many skills or experience
<b>Closing Paragraph</b> <i>Wrap-up Action</i>	<input type="checkbox"/> Does not thank the reader <input type="checkbox"/> Does not ask for an interview <input type="checkbox"/> Lacks closing salutation	<input type="checkbox"/> Includes thank you statement <input type="checkbox"/> Indicates that the candidate is seeking an interview, however not confidently (needs editing) <input type="checkbox"/> Closes with inappropriate wording (Yours Truly, With Love)	<input type="checkbox"/> Thanks the reader and answers any logistical questions <input type="checkbox"/> Indicates that the candidate is confidently seeking an interview, also indicates availability <input type="checkbox"/> Appropriate closing salutation (Sincerely, Respectfully, Kind Regards)
<b>Language</b> <i>Structure Quality Error-free</i>	<input type="checkbox"/> Lacking variety in wording and/or too many "I" statements <input type="checkbox"/> 3 or more spelling, grammar or punctuation errors	<input type="checkbox"/> Variety in wording and sentence structure is sometimes used <input type="checkbox"/> 1 or 2 spelling, grammar or punctuation errors	<input type="checkbox"/> Variety in wording and sentence structure is consistently used <input type="checkbox"/> No spelling, grammar or punctuation errors are evident
<b>Overall Score</b>	<input type="checkbox"/> Needs Improvement*	<input type="checkbox"/> Average	<input type="checkbox"/> Effective

\*Assignment needs to be redone, contact coordinator to set up another review meeting within 48 hours