

Career Mapping and Job Attainment
Module 14 Rubric
Cover Letter, Resume, Job Ad

Categories/Criteria	Level 1(0-59%)	Level 2(60-69%)	Level 3(70-79%)	Level 4(80-100%)
Knowledge/Understanding	<p>Some of the required information is lacking:</p> <p>Contact information Work Experience Education Skills Activities Personal qualities</p> <p>References are not mentioned</p>	<p>Quality of required information is inconsistent:</p> <p>Contact information Work Experience Education Skills Activities Personal qualities</p> <p>References are available</p>	<p>Required information is sufficient and accurate:</p> <p>Contact information Work Experience Education Skills Activities Personal qualities</p> <p>References are available</p>	<p>All required information is relevant, specific and accurate:</p> <p>Contact information Work Experience Education Skills Activities Personal qualities</p> <p>References are available</p>
Application	<p>Visual aspects lack effectiveness:</p> <p>White space Headings Point Form Font Bullets</p>	<p>Visual aspects are effective to some degree:</p> <p>White space Headings Point Form Font Bullets</p>	<p>Visual aspects are effective:</p> <p>White space Headings Point Form Font Bullets</p>	<p>Visual aspects are highly effective:</p> <p>White space Headings Point Form Font Bullets</p>
Communication	<p>Some serious errors in use of mechanics (e.g. in spelling, punctuation, capitalization)</p> <p>Use of language conventions and style of writing is ineffective</p>	<p>Minor errors in use of mechanics (e.g. in spelling, punctuation, capitalization)</p> <p>Use of language conventions and style of writing is somewhat effective</p>	<p>Use of mechanics is correct (e.g. in spelling, punctuation, capitalization)</p> <p>Resume language conventions and style of writing used is effective</p>	<p>Use of mechanics is exemplary (e.g. in spelling, punctuation, capitalization)</p> <p>Resume language conventions and style of writing used is highly effective</p>