## 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	Some of the	Quality of required	Required information is	All required information is relevant,
	required	information is	sufficient and accurate:	specific and accurate:
	information is	inconsistent:		
	lacking:		Contact information	Contact information
		Contact information	Work Experience	Work Experience
	Contact information	Work Experience	Education	Education
	Work Experience	Education	Skills	Skills
	Education	Skills	Activities	Activities
	Skills	Activities	Personal qualities	Personal qualities
	Activities	Personal qualities		
	Personal qualities		References are available	References are available
	·	References are		
	References are not	available		
	mentioned			
Application	Visual aspects lack	Visual aspects are	Visual aspects are	Visual aspects are highly effective:
	effectiveness:	effective to some	effective:	
		degree:		White space
	White space		White space	Headings
	Headings	White space	Headings	Point Form
	Point Form	Headings	Point Form	Font
	Font	Point Form	Font	Bullets
	Bullets	Font	Bullets	
		Bullets		
Communication	Some serious errors	Minor errors in use of	Use of mechanics is	Use of mechanics is exemplary (e.g.
	in use of mechanics	mechanics (e.g. in	correct (e.g. in spelling,	in spelling, punctuation,
	(e.g. in spelling,	spelling, punctuation,	punctuation,	capitalization)
	punctuation,	capitalization)	capitalization)	
	capitalization)			Resume language conventions and
		Use of language	Resume language	style of writing used is highly
	Use of language	conventions and style	conventions and style of	effective
	conventions and	of writing is somewhat	writing used is effective	
	style of writing is	effective		
	ineffective			