Cover Letter & Resume Rubric

Course: Fall 2021 ENGR 130 A02 - A03 X

Criteria	Good	OK	Poor	Criterion Score
Cover - Margins	1 point Balanced top and bottom margins with eye appeal; includes sufficient white space/text	0.5 points Somewhat balanced top and bottom margins	0 points Unbalanced top and bottom margins	/ 1
Cover - Fonts	1 point Appropriate font and point size used (main text 11 or 12 pt.) and is the same font as resume	0.5 points Inappropriate font and point size used (too big or too small) or is different from font in resume	0 points More than 1 font used in body of letter – fonts distract from readability	/ 1
Cover - Length	1 point Letter is one page and includes 3-5 paragraphs	0.5 points Letter is one page but includes only 1 or 2 paragraphs	0 points Letter is more than 1 page	/ 1
Cover - Contact	1 point Includes your name, address and date	0.5 points Missing your contact information or date	0 points Does not include your contact information or date	/ 1
Cover - Company	1 point Includes company name and location (city, province) without errors	0.5 points Company name or location is missing	0 points Does not include company and location or information provided has errors	/ 1
Cover - Salutation	1 point Includes Professional Salutation	0.5 points Uses "To Whom it May Concern"	0 points Uses a salutation that is informal/ not professional	/ 1

Criteria	Good	OK	Poor	Criterion Score
Cover - Position	1 point States position to which you are applying	0.5 points Contains partial information about position	0 points Does not state position for which you are applying	/ 1
Cover - Opening paragraph	1 point Introduces you to employer, including your academic program, academic level and university	0.5 points Partially introduces you	0 points Does not introduce you to the employer	/ 1
Cover - Enthusiasm	1 point Shows your enthusiasm for the job and how your skills, competencies, experience will help the employer	0.5 points Does not show your enthusiasm for the job or does not show how your skills, competencies, experience will help the employer	0 points Does not show enthusiasm for the job & how your skills, competencies, experience will help the employer	/ 1
Cover - Middle Paragraphs (2-3) Qualifications	1 point Focuses on 3 or more of the qualifications listed in the job and how you meet those qualifications	0.5 points Focuses on 1 or 2 qualifications listed in the job and how you meet those qualifications	0 points Focuses on no qualifications listed in the job	/ 1
Cover - Middle Paragraphs Examples	1 point Uses specific examples that describe and quantify your related experience and competencies	0.5 points Examples are not specific or don't describe and quantify your related experience and competencies	0 points No examples provided.	/ 1

Criteria	Good	OK	Poor	Criterion Score
Cover - Middle Paragraphs Value	1 point Highlights your skills that will be valuable to the employer, not what you will get from the job	0.5 points Highlights your skills that will be valuable to the employer, and also emphasizes what you will get from the job	0 points Focuses too much on what you will get from the job	/ 1
Cover - Resume consistency	1 point All examples of skills, knowledge, competencies, experience mentioned in the cover letter are also on your resume	0.5 points One of the skills, knowledge, competencies, experience mentioned in the cover letter are not on your resume	0 points More than one of the skills, knowledge, competencies, experience mentioned in the cover letter are not on your resume	/ 1
Cover - Company Knowledge	1 point Describes your interest in and knowledge of the company	0.5 points Describes your interest in the employer but does not show your knowledge of the company	0 points Does not describe your interest in or knowledge of the company	/ 1
Cover - Closing	1 point Thanks employer, is polite and professional	0.5 points Thanks the employer but is too casual in tone	0 points Does not thank the employer	/ 1
Cover - Interview ask	1 point Asks politely for opportunity to interview and states how you can be reached	0.5 points Asks for opportunity to interview but is vague, too casual or does not state how you can be reached	0 points Does not ask employer for interview	/ 1

Criteria	Good	OK	Poor	Criterion Score
Cover - Signature	1 point Ends with a professional closing as "Sincerely" or "Yours truly" followed by a comma and your first and last name (	0.5 points Is missing one of the following: professional closing; comma; your first and last name	0 points Is missing more than one of the following: professional closing; comma; your first and last name	/ 1
Cover - Spelling	1 point No spelling or punctuation errors	0.5 points 1-2 spelling or punctuation errors	0 points 3+ spelling or punctuation errors	/ 1
Cover - Grammar	1 point No grammatical errors	0.5 points 1-2 grammatical errors	0 points 3+ grammatical errors	/ 1
Cover - Repetitiveness	1 point Minimal use of "I" to start sentences (< 7 times)	0.5 points Some use of "I" to start sentences (7 - 9)	0 points Common use of "I" to start sentences (10+)	/ 1
Resume - Presentation	1 point Balanced margins with eye appeal; includes sufficient white space/text	0.5 points Somewhat balanced margins; somewhat appealing to read	0 points Unbalanced margins; unappealing to read	/ 1
Resume - Fonts	1 point Appropriate fonts and point size used (main text 11 or 12 pt.)	0.5 points Inappropriate fonts and point size used	0 points Fonts distract from readability	/ 1
Resume - Dates and Headings	1 point Dates and headings are clear and consistent across sections	0.5 points Dates and headings are fairly clear and consistent across sections	0 points Dates and headings are inconsistent or not included	/ 1

Criteria	Good	OK	Poor	Criterion Score
Resume - Length	1 point Resume length is correct (maximum 2 pages)	0.5 points Length is too short – 1 page, when 2 are needed to provide sufficient detail.	0 points Resume is too long – more than 2 pages.	/ 1
Resume - Contact	1 point Includes name, address(es), phone number(s) and appropriate email address, web page, or LinkedIn URL - optional)	0.5 points 1-2 pieces of information missing or include errors	0 points 2+ pieces of information missing or inappropriate information included such as: date of birth, family status, Social Insurance Number(SIN), and/or photo	/ 1
Resume - Education Order	1 point Education is listed in reverse chronological order (most recent first)	0.5 points N/A	0 points Education is not listed in reverse chronological order	/ 1
Resume - Education	1 point Current post-secondary education includes: degree program (B.Eng/B.Seng or Bachelor of Engineering), major (if known), university, location, year beginning program. If additional post-secondary institution is listed it includes all information as above	0.5 points 1-2 pieces of information missing or include errors	0 points 2+ pieces of information missing or include errors	/ 1

Criteria	Good	OK	Poor	Criterion Score
Resume - Skills / Competencies Section	1 point Includes 5+ competencies (knowledge, skills, attributes).	0.5 points Includes 3-4 competencies (knowledge, skills, attributes)	0 points Includes fewer than 3 competencies (knowledge, skills, attributes)	/ 1
Resume - Skills / Competencies Clarity	1 point Formatted in bullet (point) form. Points are clear, concise, and reasonably brief.	0.5 points Formatted as a paragraph instead of in bullet (point) form.	0 points Bullets consist of only one or two word phrases or none included	/ 1
Resume - Job targeting	1 point 3+ competencies are targeted to job posting.	0.5 points 1-2 competencies are targeted to job posting	0 points No competencies are targeted to job posting	/ 1
Resume - Competency Statements	1 point Resume includes at least 4 competency statement in any section (start with action verb, express visible behaviour)	0.5 points Only 1-3 competency statements included	0 points No competency statements are included	/ 1
Resume - Work experience order. Students without work or volunteer experience can write up a project in this format.	1 point Listed in reverse chronological order (most recent first)	0.5 points N/A	0 points Not listed in reverse chronological order	/ 1

Criteria	Good	OK	Poor	Criterion Score
Resume - Work experience details	1 point Information for each position includes: Position Title Start and end dates (month/ year) Name of Company/ Organization Location (City/Province)	0.5 points One position is missing any of: Position Title Start and end dates (month/year) Name of Company/Organizatio n Location (City/Province)	0 points 2 or more positions are missing any of: Position Title Start and end dates (month/year) Name of Company/ Organization Location (City/Province)	/ 1
Resume - Work experience tasks	1 point Uses action verbs and point form to describe duties, skills, competencies, accomplishments	0.5 points Action verbs are repetitive and/or uses paragraph form to describe duties, skills, competencies, accomplishments	0 points No details provided	/ 1
Resume - Work experience competencies	1 point Two or more transferable competencies described	0.5 points One or more transferable competencies described	0 points No transferable competencies described	/ 1

Criteria	Good	OK	Poor	Criterion Score
Resume - Courses, Projects, Awards	1 point Resume includes one or more of the following sections/subsections: Relevant Courses: Lists courses and describes relevant knowledge and skills learned Projects: Describes project(s) from school or extracurricular activities or school projects and competencies developed relevant to engineering Awards: Awards relevant to engineering are listed in reverse chronological order with Name of Award, Date Awarded	0.5 points Information included is incomplete or not relevant	0 points No details provided	/ 1
Resume - Activities / Interests	1 point Section includes brief list or descriptions of activities	0.5 points Section includes too much information and /or inappropriate information	0 points Section not included	/ 1

Criteria	Good	OK	Poor	Criterion Score
Resume - References	1 point 2-3 references with names, telephone numbers, location, and email addresses (Job Title, Company Name optional).	0.5 points 2-3 References included but only partial contact information is provided or only 1 reference is included	0 points References are not included	/ 1
Resume - Grammar	1 point No grammatical errors	0.5 points 1-2 grammatical errors	0 points 3+ grammatical errors	/ 1
Resume - Spelling	1 point No spelling or punctuation errors	0.5 points 1-2 spelling or punctuation errors	0 points 3+ spelling or punctuation errors	/ 1

Total	/ 40

Overall Score

Perfect	Good	Needs work	Poor
40 points minimum	36 points minimum	28 points minimum	0 points minimum
Full marks! Check the written feedback, and remember to update your resume when it comes time to apply for jobs	Ready to use to apply for jobs. Check the written feedback, and remember to update your resume when it comes time to apply for jobs	Needs work before using to apply to jobs. Review lectures on resumes and cover letters and written feedback before applying to jobs.	Needs major revisions. Review lectures on resumes and cover letters and written feedback before applying to jobs.