

Skill	Exceeds – 5	Meets – 3	Needs Revision – 1
<b>Function</b>	<ul style="list-style-type: none"> <li>Audience and purpose of the cover letter are clear</li> <li>Clearly states the reason for writing and includes essential information (e.g., how writer learned of job opening, how writer considers themselves qualified)</li> <li>Includes relevant industry knowledge</li> </ul>	<ul style="list-style-type: none"> <li>Audience and purpose of the cover letter are apparent, but could be stronger</li> <li>Clearly states the reason for writing and generally contains essential information (e.g., how writer learned of job opening, how writer considers themselves qualified)</li> </ul>	<ul style="list-style-type: none"> <li>Audience and purpose of the cover letter are not clear</li> <li>Reason for writing not apparent, and does not contain essential information (e.g., how writer learned of job opening?)</li> </ul>
<b>Format</b>	<ul style="list-style-type: none"> <li>Appropriate salutation is used and employer's job title is included</li> <li>Letter is set up 'block style' and left justified includes employers' mailing address</li> <li>Appropriate fonts/consistent point size; consistent alignment</li> <li>Includes closing salutation</li> </ul>	<ul style="list-style-type: none"> <li>Letter is mostly formatted correctly including employers' mailing address</li> <li>Appropriate salutation is used, but is not personalized</li> <li>Appropriate fonts/consistent point size; alignment is generally consistent</li> <li>Includes closing salutation</li> </ul>	<ul style="list-style-type: none"> <li>Cover letter is not formatted correctly and does not include employers' mailing address</li> <li>Font, point size and alignment is generally inconsistent</li> </ul>
<b>Completion</b>	<ul style="list-style-type: none"> <li>Cover letter contains opening paragraph, middle paragraph(s) and closing paragraph</li> </ul>	<ul style="list-style-type: none"> <li>Cover letter contains opening paragraph, middle paragraph(s) and closing paragraph</li> </ul>	<ul style="list-style-type: none"> <li>Cover letter does not contain all the required elements; the opening, middle and closing paragraphs are confusing</li> </ul>

<b>Effectiveness</b>	<ul style="list-style-type: none"> <li>• Cover letter clearly introduces the qualifications, capabilities, and technical skills in relation to the job posting</li> <li>• Discusses and provides key points of past experience and/or related experience</li> <li>• Includes key words found in job posting</li> <li>• Refrains from any negative language about lacking skills and instead convinces with examples that indicate learning ability</li> <li>• </li> </ul>	<ul style="list-style-type: none"> <li>• Cover letter generally introduces qualifications, capabilities, and technical skills in relation to the job posting</li> <li>• Generally provides some key points of past experience but does not offer additional details/examples</li> <li>• Includes some key words found in job posting</li> <li>• Generally refrains from negative language or discussion of lack of experience but not does not use additional examples that indicate learning ability</li> </ul>	<ul style="list-style-type: none"> <li>• Cover letter does not relate to the job posting</li> <li>• Cover letter does not mention current College program or past experiences</li> <li>• Does not include any key words</li> <li>• Includes negative language/mentions a lack of experience</li> <li>• No examples to indicate learning ability</li> </ul>
<b>Spelling and Grammar</b>	<ul style="list-style-type: none"> <li>• No spelling errors</li> <li>• No grammatical errors</li> </ul>	<ul style="list-style-type: none"> <li>• 1-2 spelling errors</li> <li>• 1-2 grammar errors</li> </ul>	<ul style="list-style-type: none"> <li>• 3 or more spelling or grammar errors</li> </ul>
<b>Overall Score /25</b>			