ENGINEERING 23 – Cover Letter Grading Rubric

BASIC INFORMATION (5 PTS) Information about yourself ▪ Name; Address; Phone Number; Email Address ▪ Date and Proper Greeting	o Properly includes all basic and contact information on the top of letter o Includes date and proper greeting	o Missing 1-2 basic/contact information on the top of letter o Includes date and proper greeting	o Basic and contact information are missing o Date and greeting are missing
	5 PTS	**3 PTS**	**1 PTS**
INTRODUCTION (25 PTS) Identification of the position and describe your interests ▪ How you found the job? ▪ Why are you interested?	o Identifies the position to which you are applying o Explains why you are interested in the position o How you found the position? o Be creative in wording that catches attention	o Identifies the position to which you are applying o Vaguely describes your interests in the position o No information on how you found the position o Not unique and catchy	o Does not clearly identify the position to which you are applying o No description on interests and how you found the position o Not tailored for the qualifications of the position
	25 PTS	**15 PTS**	**5 PTS**
SKILLS & EXPERIENCES (35 PTS) Any relevant experience? Illustrate relevant skills? ▪ Compelling Experience ▪ Skills acquired from previous experience ▪ Tie your skills and experiences to the position	o Identifies and discuss one or two of your strongest qualifications o Relates your skills and experiences to the position o Explicitly expresses unique interests in the position, company, and/or location	o Identifies and discuss only one of your qualifications o Experiences and skills discussed may not be relevant to the position o Restates information on your resume with minimal and vague details	o Does not discuss any relevant qualifications o Does not relate your skills to the position o Does not explicitly express interests in the position
	35 PTS	**25 PTS**	**5 PTS**
ENGINEERING PROJECTS (25 PTS) Engineering projects on campus ▪ Relevant projects ▪ Showcase soft/hard skills	o Relevant engineering projects are discussed in the body text o Detailed descriptions on skills acquired via the projects, both soft/hard skills o Discusses the connections between projects and the position	o Engineering projects are briefly discussed in the body text o Skills acquired from the projects are discussed o Descriptions may not be concise and fail to make connections between projects and the position	o Engineering projects are discussed and are irrelevant to the position o No connections made between projects and the position o No direct mentioning of acquired skills
	25 PTS	**15 PTS**	**5 PTS**

CLOSING & FORMAT (10 PTS) Final remarks of the letter and thank the reader/recruiter ▪ Refer to the attached resume ▪ Thank the reader/recruiter ▪ Proper letter closing ▪ One page with proper font ▪ No grammar/spelling errors	o Refers the reader/recruiter to the attached resume o Thanks the reader/recruiter for taking time to read this letter o Describes how you will follow up with the recruiter o Proper letter closing o One page with 10-12 pt. proper font; adequate margins o No grammar/spelling errors	o Does not refer the reader/recruiter to the attached resume o Thanks the reader/recruiter for reading this letter o Proper letter closing o One page with 10-12 pt. proper font o Few grammar/spelling errors	o Does not thank the reader/recruiter for taking time to read the letter o No reference to the attached resume o Improper letter closing o More than one page or too short; improper font o Requires proofreading
	10 PTS	**5 PTS**	**1 PTS**