

## ENGINEERING 23 – LinkedIn & Handshake Profile Grading Rubric

**TOTAL: / 100 PTS**

<b>PHOTO (5 PTS)</b> Professional headshot <ul style="list-style-type: none"> <li>Professional and appropriate</li> </ul>	<ul style="list-style-type: none"> <li>Business (appropriate) professional headshot</li> <li>Clearly shows face</li> <li>High resolution</li> </ul>	<ul style="list-style-type: none"> <li>Business (appropriate) professional headshot</li> <li>Distracting background</li> </ul>	<ul style="list-style-type: none"> <li>Casual headshot</li> <li>Clothing is inappropriate</li> <li>Low Resolution</li> </ul>	<ul style="list-style-type: none"> <li>Picture is missing</li> </ul>
	<b>5 PTS</b>	<b>3 PTS</b>	<b>1 PTS</b>	<b>0 PTS</b>
<b>BRANDING (10 PTS)</b> Depict a memorable story in a way that people will remember you. <ul style="list-style-type: none"> <li>Great word choice</li> <li>Catch attention</li> <li>Concise &amp; confident</li> </ul>	<ul style="list-style-type: none"> <li>Brief, informative, concise</li> <li>Describes relevant skills, experience in concise and confident manner</li> </ul>	<ul style="list-style-type: none"> <li>Brief, informative, concise</li> <li>Descriptions are not concise and lack details</li> </ul>	<ul style="list-style-type: none"> <li>Simply lists current role</li> <li>Describes irrelevant and/or simply listing skills and experience</li> </ul>	<ul style="list-style-type: none"> <li>Simply lists current role</li> <li>Missing My Journey section</li> </ul>
	<b>10 PTS</b>	<b>7 PTS</b>	<b>5 PTS</b>	<b>0 PTS</b>
<b>EDUCATION (10 PTS)</b> School information <ul style="list-style-type: none"> <li>Name of School; Degree; Graduation Date; Major; GPA</li> </ul>	<ul style="list-style-type: none"> <li>All appropriate information included</li> <li>Organized/Clean</li> </ul>	<ul style="list-style-type: none"> <li>All information included</li> <li>May have used abbreviations</li> </ul>	<ul style="list-style-type: none"> <li>Missing 1-2 pieces of information</li> </ul>	<ul style="list-style-type: none"> <li>Missing 3+ pieces of information</li> </ul>
	<b>10 PTS</b>	<b>7 PTS</b>	<b>5 PTS</b>	<b>0 PTS</b>
<b>EXPERIENCE &amp; VOLUNTEER (20 PTS)</b> Any relevant experience? Illustrate relevant skills? <ul style="list-style-type: none"> <li>Compelling Experience</li> <li>Skills acquired from previous experience</li> <li>Internships/Research</li> </ul>	<ul style="list-style-type: none"> <li>Experiences are ordered chronologically or based on importance</li> <li>Information is well defined and includes: organization name, position, location, and dates</li> <li>Each bullet begins with strong action verb</li> <li>Results are quantified</li> <li>Skills/accomplishments are clearly illustrated</li> </ul>	<ul style="list-style-type: none"> <li>Experiences are ordered properly</li> <li>Description of experience is not concise and detailed</li> <li>Bullets do not illustrate skills, accomplishments, and/or impact</li> <li>Experience may not be relevant to the field/job</li> </ul>	<ul style="list-style-type: none"> <li>Experiences are randomly ordered and irrelevant</li> <li>Descriptions seem vague and general without illustrating skills and/or achievements</li> </ul>	<ul style="list-style-type: none"> <li>Simply listing experiences with no description</li> </ul>
	<b>20 PTS</b>	<b>15 PTS</b>	<b>10 PTS</b>	<b>0 PTS</b>

<b>ENGINEERING PROJECTS (20 PTS)</b> Engineering projects on campus <ul style="list-style-type: none"> <li>Relevant projects</li> <li>Showcase soft/hard skills</li> </ul>	<ul style="list-style-type: none"> <li>Engineering projects are ordered based on relevance</li> <li>Content is well described with detailed information on soft/hard skills</li> </ul>	<ul style="list-style-type: none"> <li>Projects are ordered properly, but may not be completely relevant to the field/job</li> <li>Descriptions are not concise</li> </ul>	<ul style="list-style-type: none"> <li>Engineering projects are randomly ordered and irrelevant</li> <li>Information provided are vague</li> </ul>	<ul style="list-style-type: none"> <li>No projects listed</li> </ul>
	<b>20 PTS</b>	<b>15 PTS</b>	<b>10 PTS</b>	<b>0 PTS</b>
<b>ORGANIZATIONS &amp; EXTRACURRICULARS (10 PTS)</b> Relevant and Descriptive <ul style="list-style-type: none"> <li>Relevant organizations</li> <li>Accomplishments/Skills are detailed and concise</li> </ul>	<ul style="list-style-type: none"> <li>Relevant to your experience or field</li> <li>Provides detailed descriptions that illustrate your role and quantify skills/results</li> </ul>	<ul style="list-style-type: none"> <li>Relevant to your experience or field</li> <li>Descriptions may not be concise and do not illustrate skills/impact</li> </ul>	<ul style="list-style-type: none"> <li>Irrelevant to your experience or field</li> <li>Descriptions are vague and general</li> </ul>	<ul style="list-style-type: none"> <li>Irrelevant to your experience or field</li> <li>Simply listing them without any descriptions</li> </ul>
	<b>10 PTS</b>	<b>7 PTS</b>	<b>3 PTS</b>	<b>0 PTS</b>
<b>TECHNICAL SKILLS, COURSES &amp; DOCUMENTS (10 PTS)</b> Relevant and Descriptive <ul style="list-style-type: none"> <li>Relevant skills listed</li> <li>Relevant courses listed</li> <li>Relevant documents uploaded</li> </ul>	<ul style="list-style-type: none"> <li>Relevant courses and skills are listed</li> <li>Relevant documents (Resume, CV) are uploaded</li> </ul>	<ul style="list-style-type: none"> <li>Relevant courses are listed</li> <li>1-2 irrelevant skills are listed</li> <li>Relevant documents (Resume, CV) are uploaded</li> </ul>	<ul style="list-style-type: none"> <li>1-2 Irrelevant courses are listed</li> <li>1-2 irrelevant skills are listed</li> <li>1-2 Irrelevant documents are uploaded</li> </ul>	<ul style="list-style-type: none"> <li>No skills or courses listed in the profile</li> <li>No documents uploaded</li> </ul>
	<b>10 PTS</b>	<b>7 PTS</b>	<b>5 PTS</b>	<b>0 PTS</b>
<b>OVERALL PROFILE (15 PTS)</b> Language, appealing, professional <ul style="list-style-type: none"> <li>Targeted for a specific field</li> <li>Looks appealing</li> <li>Enthusiastic language</li> <li>No grammar/spelling errors</li> </ul>	<ul style="list-style-type: none"> <li>Profile is targeted for a specific industry and is appealing to recruiters</li> <li>Positive, engaging, enthusiastic language</li> <li>No negative or unprofessional content</li> <li>No grammar/spelling errors</li> </ul>	<ul style="list-style-type: none"> <li>Profile is targeted for a specific industry and is appealing to recruiters</li> <li>Language is neutral throughout the profile</li> <li>No negative or unprofessional content</li> <li>No grammar/spelling errors</li> </ul>	<ul style="list-style-type: none"> <li>Profile does not seem targeted for a specific industry and is somewhat appealing</li> <li>Language is neutral throughout the profile</li> <li>1-2 negative or unprofessional contents</li> <li>1-2 grammar/spelling errors</li> </ul>	<ul style="list-style-type: none"> <li>Profile does not seem targeted for a specific industry and is not appealing</li> <li>Language is negative throughout the profile</li> <li>3+ negative or unprofessional contents</li> <li>3+ grammar/spelling error</li> </ul>
	<b>15 PTS</b>	<b>10 PTS</b>	<b>5 PTS</b>	<b>0 PTS</b>