RUBRICS FOR COVER LETTER

Parameter	Exceeds Expectations [8 to 10 marks]	Meets Expectations [4 to 7 marks]	Do not meet expectations [0 to 3 marks]
Opening Paragraph [10 marks]	The opening paragraph is well drafted, includes job position applied for, explains how learned of an opening, catches the interest of the employer.	The opening paragraph is vaguely drafted and does not catch attention of the employer or is missing one of the required elements like interested job position or source of information	The opening paragraph is poorly drafted and is missing more than one of the required elements.
Middle Paragraph [10 marks]	Easy to identify strongest and most significant qualifications, experience, skills and abilities and its relevance with position applied, appeals employer to review corresponding resume.	Identifies qualification, experience, skills and abilities but make few connections with position applied, does not appeal employer to take a closer look at corresponding resume.	Qualifications, experience, skills described are irrelevant or insubstantial for the position applied and does not appeal employer to refer to the resume.
Closing [10 marks]	Thanks the employer for their time and consideration. Reinforces desire to work for the organization and mentions about follow up in specific time period.	Thanks the employer for their time and assumes further contact by an employer and no mention about follow up plan.	There is no closing section or it does not indicate any desire to meet and discuss the position or thank the employer.
Layout [10 marks]	The letter is organized. It includes all of the required components. Elements are in the correct order with the correct spacing between elements.	The letter is missing one of the required components. Elements are not in the correct order.	There is no apparent organization to the letter. It is missing multiple components.
Grammar & Spelling Errors [10 marks]	Makes few or no errors in grammar or spelling.	Makes some errors in grammar and/or spelling but the errors do not impede understanding.	Makes very frequent errors in grammar and/or spelling.