

COVER LETTER RUBRIC

COVER LETTER LEARNING OUTCOMES:

- Produce a compelling cover letter that summarizes interest and qualifications for a targeted position in a particular organization.
- Demonstrate writing competency, which follows accepted writing conventions for the cover letter genre.

	1 - Needs Improvement	3 - Average	5 - Effective	Comments
Presentation and Format Visually appealing, proper grammar and spelling, and standardized cover letter format	<input type="checkbox"/> Does not use business letter format <input type="checkbox"/> Letter is not addressed properly <input type="checkbox"/> Letter's header does not match resume's header <input type="checkbox"/> Does not use appropriate language/grammar for the position <input type="checkbox"/> Multiple grammatical and/or spelling errors <input type="checkbox"/> Visually unappealing	<input type="checkbox"/> Uses business letter format, but elements are incorrect with date and/or employer address and signature/address sections <input type="checkbox"/> Uses a greeting and addresses a person, but some elements need editing <input type="checkbox"/> Name and contact information are included in header, but header does not match the resume <input type="checkbox"/> Some of the language and grammar is inappropriate for the position and needs editing <input type="checkbox"/> A few errors <input type="checkbox"/> Some parts are visually appealing, but other parts can be enhanced	<input type="checkbox"/> Uses correct business letter format with date and employer address at the top and job seeker signature/address at the bottom <input type="checkbox"/> Uses an appropriate greeting and addresses the correct person and department <input type="checkbox"/> Header matches resume and includes name and contact information <input type="checkbox"/> Uses appropriate language and grammar for the position <input type="checkbox"/> Error free <input type="checkbox"/> Visually appealing	
Opening Paragraph Why you are writing and why the organization should take interest in you	<input type="checkbox"/> Does not identify position, organization and purpose for writing <input type="checkbox"/> Does not describe interest in, and brief qualifications for, position and/or organization being targeted <input type="checkbox"/> Does not use transition sentence to introduce second paragraph	<input type="checkbox"/> Vague in describing position, organization and/or purpose for writing <input type="checkbox"/> Inadequately describes interest in, and brief qualifications for, position and/or organization being pursued <input type="checkbox"/> Weak transition into second paragraph	<input type="checkbox"/> Identifies positions, organization and purpose for writing <input type="checkbox"/> Describes interest in, and brief qualifications for, position and organization being pursued <input type="checkbox"/> Uses a transition sentence to effectively introduce second paragraph	
Middle Paragraph(s) Present relevant qualifications, experience and skills related to the position/organizations	<input type="checkbox"/> Does not describe ways to contribute to the position/organization based on relevant experience and qualifications <input type="checkbox"/> Does not illustrate contributions referenced in opening paragraph in a relevant and/or measurable way	<input type="checkbox"/> Inadequately describes one to three ways to contribute to the position/organization based on relevant experience and qualifications <input type="checkbox"/> Illustrations of contributions referenced in opening paragraph are not relevant enough or measurable enough	<input type="checkbox"/> Describes two to three ways to contribute to the position/organization based on relevant experience and qualifications <input type="checkbox"/> Illustrates—using examples—relevant, measurable contributions to organizations referenced in opening paragraph	
Closing Paragraph Wrap-up/action	<input type="checkbox"/> Does not thank reader <input type="checkbox"/> Does not express interest in a meeting or conversation	<input type="checkbox"/> Thank you statement and/or expression of interest for a meeting or conversation needs editing	<input type="checkbox"/> Thanks reader for considering him/her <input type="checkbox"/> Expresses interest in a meeting or conversation	

This rubric was created using guidelines from the NACE (National Association of Colleges and Employers) community. NACE is a consortium of more than 3,000 university relations, recruiting professionals and business affiliates. It is the leading source of information on the employment of the college educated, and forecasts hiring and trends in the job market; tracks starting salaries, recruiting and hiring practices, and student attitudes and outcomes; and identifies best practices and benchmarks.