

**Cover Letter Rubric**

Student Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Instructor’s Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Reviewer:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Appointment Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  | **Beginning**  **1** | **Basic**  **2** | **Proficient**  **3** | **Advanced**  **4** | **Exceptional**  **5** | **Score** |
| --- | --- | --- | --- | --- | --- | --- |
|  | **The candidate demonstrated none of the following attributes:** | **The candidate demonstrated one or two of the following attributes:** | **The candidate demonstrated three of the following attributes:** | **The candidate demonstrated all but one or two of the following attributes:** | **The candidate demonstrated all of the following attributes:** |  |
| **Header** | Uses formal business letter format or same header from resume. Lists correct company or organization address and date. | | | | |  |
| **Introduction** | Greets company, organization, or individual with proper salutation. Introduces the goal of the letter, how candidate became aware of the position, and reasons for interest in position and company or organization. May provide educational background and graduation date. | | | | |  |
| **Company Specifics** | Describes information specific to company such as mission, future goals, and differences from other similar organizations. States directly candidate’s plans to contribute to the company. | | | | |  |
| **Conclusion** | Thanks reviewer for consideration. Presents a call to action and/or asks for an interview. Identifies methods for contacting candidate. Signs letter to validate the document. | | | | |  |
| **Format** | Consists of margins no smaller than .5 inches. Uses the same font as resume and other application documents to provide consistency across documents. | | | | |  |
| **Grammar & Spelling** | Uses correct spelling and grammar throughout document. Only uses abbreviations well known in the field. Contains concise relevant information. Avoids excessively beginning sentences with “I” statements. | | | | |  |
| **Marketable Skills** | Communicates unique information about the candidate relevant for the position. Provides education, experiences, licensures and certifications, languages, technical skills, and marketable skills relevant to the position tasks and duties. Quantifies achievements to demonstrate magnitude of relevant achievements. | | | | |  |

Would you interview this student based upon this cover letter?

\_\_\_\_\_\_Yes \_\_\_\_\_\_No \_\_\_\_\_\_Needs further evaluation

Comments: