

COVER LETTER RUBRIC

	Approved	Revision Recommended	Needs Revision
Format	<ul style="list-style-type: none"> <input type="checkbox"/> Format is 3-5 paragraphs <input type="checkbox"/> Header includes complete information for candidate, date, and employer <input type="checkbox"/> Correct salutation to address the Employer (Dear Name, Hiring Manager or Selection Committee) <input type="checkbox"/> Correct Closing (Sincerely, 2-4 blank lines, and typed name) <input type="checkbox"/> Appropriate length <input type="checkbox"/> Consistent font/single spacing <input type="checkbox"/> Uses a standard font such as; Calibri, Arial, and Courier New 	<ul style="list-style-type: none"> <input type="checkbox"/> Inconsistent font <input type="checkbox"/> Incorrect salutation to address the Employer (Uses "To whom it may concern") <input type="checkbox"/> Incorrect Closing (No salutation, or Typed Name) <input type="checkbox"/> Too little/much white space <input type="checkbox"/> Multiple font styles and/or decorative fonts <input type="checkbox"/> Font size less than 10pt <input type="checkbox"/> Too much personal information or focus on personal life 	<ul style="list-style-type: none"> <input type="checkbox"/> Uses all caps <input type="checkbox"/> Uses non-standard fonts <input type="checkbox"/> Too long (more than 1 pages)/short (less than ¾ page) <input type="checkbox"/> Date, Employer's Name, Title Address information not included <input type="checkbox"/> Salutation and/or Closing not included
Spelling/ Grammar	<ul style="list-style-type: none"> <input type="checkbox"/> No spelling, punctuation or grammar errors 	<ul style="list-style-type: none"> <input type="checkbox"/> Some spelling or grammatical errors found 	<ul style="list-style-type: none"> <input type="checkbox"/> Many errors that take focus away from content
Content	<ul style="list-style-type: none"> <input type="checkbox"/> Tailored to position <input type="checkbox"/> Opening Paragraph: States why you are writing, name the position for which you are applying. Indicate how you learned about the position (Name Drop if you can). Includes hook. <input type="checkbox"/> Middle Paragraph(s): Explains why you are interested in working for this employer. Mentions work, volunteer, and education experiences. Emphasizes skills or abilities you have that relate to the job for which you are applying. <input type="checkbox"/> Closing Paragraph: Provides strong wrap-up summary, possibly includes next steps such as following up <input type="checkbox"/> Lists email and phone number 	<ul style="list-style-type: none"> <input type="checkbox"/> Could be more strongly targeted to position <input type="checkbox"/> Diversity of nouns and action verbs could be beneficial <input type="checkbox"/> Limited information on skills or abilities you have that relate to the job you are applying for <input type="checkbox"/> Limited use of keywords <input type="checkbox"/> Excessive use of "I" to start sentences or paragraph <input type="checkbox"/> Opening sentence says, "Hi! My name is _____" <input type="checkbox"/> Tone of voice is too colloquial for company culture 	<ul style="list-style-type: none"> <input type="checkbox"/> Is not tailored to the position <input type="checkbox"/> Missing components of paragraphs <input type="checkbox"/> Keywords and skills not targeted for the position <input type="checkbox"/> List of Skills (i.e.- Communication, Flexibility, and Teamwork) with no evidence of work, volunteer, or education experiences <input type="checkbox"/> Is generic – could be written for any company