



Cover Letter Rubric

Name: _____

Date: _____

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.

Category	1 - Needs Improvement	3 - Average	5 - Effective	Comment
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.	
Total				