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| **Cover Letter Rubric** | | | |
|  | **Professional (3)** | **Developing (2)** | **Incomplete (0 – 1)** |
| **Research** | Cover letter shows that job description and employer’s website was reviewed to identify qualifications, skills to perform in the specific position. Cover letter is specifically tailored for the position and the employer’s mission. | Cover letter mentions qualifications commonly desired in the field. Cover letter is appropriate but not specifically tailored for the position**.** | Cover letter does not reflect understanding of expected qualifications, skills and abilities for the field. Candidate did not read the job description. |
| **Format** | Business letter format; candidate’s contact information, and addressee’s information is at the top left; letter is addressed to a specific person, search committee, or Human Resources Manager; signature is found at the bottom of letter along with word “Enclosure” signifying other documents are included in the application; margin size is between 0.5 to 1.0 inch; font size is between 10-12p. | Format is incorrect, contact information is missing; the letter is addressed to “whom it may concern”; minimum spelling, punctuation and grammar errors. | Not business format; no date or address; no signature; multiple spelling and grammar errors; content of letter does not make sense and needs revision. |
| **Mechanics** | Cover letter has no capitalization, spelling or grammar errors. Candidate carefully proofread the letter. | Cover letter contains minor errors, but a consistent pattern is observed. | Cover letter has obvious capitalization, grammatical and spelling errors; errors are distracting to reader. |
| **Introduction** | Clear and concise statement of specific position/industry applying for; includes information where job posting was acquired. May include research about employer. | Introductory paragraph identifies the position for which the candidate is applying. Paragraph does not include information about how candidate learned about the position. | There is no introduction OR introductory paragraph indicates interest in the wrong position or in a position in the wrong organization; information in first paragraph does not match addressee. |
| **Body** | Body of cover letter identifies strongest and most relevant qualifications and states how they apply to the position. Keywords from job description are incorporated and paragraphs expand on the experiences during which relevant qualifications were developed. Interest and passion for working in the industry and organization is clear**.** | Body identifies a few of the strongest qualifications, but does not state how they apply to the position. Paragraphs do not invite reader to take a closer look at the resume. No clear evidence of passion for the industry or employer. | Qualifications for the job are not described or are irrelevant. No description of why candidate is interested in the position or employer. |
| **Closing Paragraph** | Reinforces desire to work for the organization; paragraph includes a “thank you” to the employer for considering candidate’s application; contact information is reinforced. | Thanks the employer; lacks evidence of passion to work for the organization; lacks contact information. | No closing paragraph or candidate does not thank the employer. |