

Rubric: Writing a Cover Letter – Preparation and Reflective Assignment

	DOES NOT MEET	MEETS	EXCEEDS
COMPLETION	<ul style="list-style-type: none"> Student has not answered or has partially answered the questions. Answers do not include sufficient details and/or examples. 	<ul style="list-style-type: none"> Student has answered all of the questions. All answers include some details and/or examples. 	<ul style="list-style-type: none"> Student has answered all of the questions. Answers include critically thought out and relevant details and/or examples.
WRITING	<ul style="list-style-type: none"> Writing contains many mechanical errors. Writing is extremely difficult to comprehend. Student makes no or few attempts to connect their experience, strengths, and interests to the position. 	<ul style="list-style-type: none"> Writing contains some minor mechanical errors. Writing is easy to comprehend. Student draws some shallow connections between their experience, strengths, and interests and the position. 	<ul style="list-style-type: none"> Writing contains few or no mechanical errors. Writing is easy to comprehend. Student makes thoughtful and insightful connections between their experience, strengths, and interests and the position.
CAREER FOCUS	<ul style="list-style-type: none"> Student makes little or no attempt to identify what drew them to the position, their strengths, what has prepared them the role, and has not included any concrete evidence. Student does not create a cover letter. Student makes little or no attempt to reflect on the process of creating their cover letter. 	<ul style="list-style-type: none"> Student briefly answers what drew them to the job, available contact information, what strengths are a good fit, what has prepared them for the role and included concrete evidence. Student creates a cover letter that is not targeted to a specific position. Student briefly reflects on how well their cover letter is written. 	<ul style="list-style-type: none"> Student creates critically thought out and reflective, detailed responses on what appealed them to the job, available contact information, how their strengths make them a good fit, what has prepared them for the role and concrete evidence. Student creates a detailed cover letter that is targeted to the chosen job and uses best practices from online Cover Letter lesson. Student critically self-assess their cover letter.

Rubric: Cover Letter

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Introductory Paragraph	There is no introductory paragraph OR the paragraph indicates interest in the wrong position or in a position in the wrong organization.	Introductory paragraph identifies the position you are applying for. Does not show your interest in the specific company, and may be thought of as generic.	The introductory paragraph is personalized and demonstrates your knowledge of the organization and why you're excited to join them. Showcases possible recent company accomplishments and how you can be of value to their mission, vision, and goals.
Body Paragraphs (1-2)	There are no body paragraphs OR body paragraphs include qualifications that are irrelevant and not backed up with evidence.	Body paragraphs identify strong qualifications, but are not backed up with evidence or made clearly applicable to the position.	Body paragraphs succinctly highlight the relevant skills or experiences that make you stand out. Paragraphs back up claims with "undeniable proof," relate your experience to the job description, emphasize transferrable skills, and focuses on a few experiences in depth.
Closing Paragraph	There is no closing paragraph.	Closing paragraph thanks the employer.	Closing paragraph thanks the employer. Paragraph reinforces your desire to work for the organization.
Mechanics	Cover letter has glaring capitalization, spelling, or grammar errors. A persistent pattern of errors is distracting, making the letter difficult to read.	Cover letter is readable but contains a few minor capitalization, spelling, or grammar errors.	Cover letter is error free, with no capitalization, spelling, or grammar errors.
Formatting	Cover letter does not appear to follow any format. Header is missing key information or is not included at all. One or more paragraphs are missing. The letter has not been addressed to an individual in the organization or a using a professional greeting.	Cover letter has been formatted incorrectly. Contact information is missing. The letter has been addressed generically or too formally, i.e., "To Whom It May Concern." A comma follows the addressee instead of a colon.	Cover letter has been formatted using the appropriate business letter format. The date and employer's contact information are located at the top left of the letter. The letter has been addressed to a specific person, HR manager or Search Committee. Greeting is followed by a colon. A typed or signed signature is found at the bottom of the letter.