

Cover Letter Rubric

The cover letter is an important piece to include anytime you mail, fax, or email your resume to any employer. The goal of the cover letter is to get the recruiter to pay attention to your resume. This rubric will help you make yours a hit!

	Strike	Hit	Home-Run
Business format and quality of writing	<ul style="list-style-type: none"> • Business formatting is not used • No address or date at the top • Not signed • Multiple grammar and spelling errors • Content does not flow or make sense 	<ul style="list-style-type: none"> • Correct business formatting is used with date and address at the top and signature at the bottom • Minimal grammar mistakes • No spelling errors • Decent in content 	<ul style="list-style-type: none"> • Correct format, spelling, and proper grammar • Printed on same paper as your resume • Addresses a specific person rather than a title • Content is clear and concise, as well as grammatically correct
Paragraph 1: Introduction	<ul style="list-style-type: none"> • Does not clearly identify what position you are seeking • No description of how you heard about the job or why you are interested 	<ul style="list-style-type: none"> • Identifies position you are seeking • Vaguely describes why you are interested • Bland and might not catch employer's attention fast enough • Reads like a generic, form letter; no genuine interest conveyed 	<ul style="list-style-type: none"> • Identifies the position for which you are applying • Explains why you are interested in the job • Describes how you heard about opening • Wording is creative and catches employer's attention quickly • Letter reads like they are your #1 target after reading this
Paragraph 2: Identification of skills and experiences as related to position	<ul style="list-style-type: none"> • Does not discuss any of your relevant qualifications • Does not relate skills to the position to which you are applying • Does not state why you are interested in the position or company • Lot of "I" references, but nothing about the organization 	<ul style="list-style-type: none"> • Identifies some of your qualifications, but they not related to position at hand • Restates what is on your resume with minimal additional information • Explains why you are interested but is still vague • Does not show that you know anything about the organization 	<ul style="list-style-type: none"> • Identifies one or two of your strongest qualifications • Clearly relates how these skills apply to the job to which you are applying • Explains specifically why you are interested in the position/company • Contains more about how you would contribute to them than just about you
Paragraph 3: Closing	<ul style="list-style-type: none"> • Does not thank the reader for taking time to review the letter • No reference to resume • Does not mention any plans for follow up 	<ul style="list-style-type: none"> • Thanks the reader for taking time to review credentials but does not refer the reader to your resume or application materials • Assumes that the employer will contact you to follow up 	<ul style="list-style-type: none"> • Refers the reader to your resume or other enclosed documents • Thanks reader for taking time to read letter • Clear in describing how you will follow up with the employer in a stated time period