

COVER LETTER Scoring Rubric

Name:

Elements	Not Acceptable = 1 pt	Acceptable = 3 pts	Exemplary = 5 pts	Comments
Aesthetics	Not professional in appearance (crumpled, stained, odd margins); No clear contact or addressee information; poor formatting; too much or too little space	Letter generally looks clear and professional; contact and organization information clear and correct	Professional appearance; clear placement of contact and addressee information; clean fonts and formatting	
Composition	No flow or order to the way things are discussed; spelling and grammar errors; confusing sentences or main points and little connection between the person and the position	Generally able to follow organization and flow; very few mistakes in spelling and grammar; some connection between the narrative and the position, but not maximized	Clear organization; clean and consistent layout; free of grammar, spelling errors; overall narrative that clearly connects the resume/person to the position	
Introduction/ Opening Paragraph	May or may not cover basic information and only a tenuous or weak way into the body of the letter and establishes no link between the person and the position	Covers basic information but only a lackluster way of getting into the core content of the letter	Covers basic information but offers an engaging and gripping way into the body of the letter and clearly connects the person to the position	
Letter Body/ Content	No flow of narrative; not enough/ too much information in key areas; background, education and experience not fully explained; more questions raised than answered; all assertions without foundation or specifics to support them	There is some sense of narrative but not consistent; background, education and experience laid out but not connected to the position; some unsupported assertions but also some good examples of the connections between the person and the position	Clear narrative; outlines background, education and experience fully and with specifics that connect directly to the position; is less about them per se but focused on how they fit the job and will be effective members of the organization	
Closing	Not a strong closing statement; repetitive or wandering; no clear 'final message' to the reader and how they fit the job as outlined	Has a sense of a closing statement but unenthusiastic or unconvincing; too many messages that get cluttered; no succinct final message for the organization	Strong closing statement of purpose; clearly outlines how their background, education and experience have prepared them for this specific position (without being repetitive)	
Overall Possible: 25 points				