COVER LETTER CRITIQUE RUBRIC

	Will Land Interview	**Could land interview- Average**	**Will not land an Interview**
Format	• Business format • Date & address at top • Signatures at bottom • Clear & concise letter • Grammatically correct • No spelling errors	• Business format • Date & address at top • Signatures at bottom • Minimal grammar/ spelling errors • Letter is decent but not convincing the employer to call	• Not Business format • No date or address • No signature • Multiple grammar/ spelling errors • Content of letter does not make sense
Paragraph 1: Introduction	• **Identifies** position you are seeking • States **how** you heard about the position • States **why** you are interested in the job • Has**creative** wording to attract reader's attention	• Identify position you are applying for • Does not state how you found the job • Vaguely describes why interested • Bland & not attention catching	• Does not clearly identify position you are seeking • No description of how you heard about the position • Does not grab reader's attention
Paragraph 2: Skills & Experiences	• Identifies 1-2 strongest qualifications • States why you are interested in the position • States why this type of job and company	• Only 1 qualification identified & it's unrelated to position • Restates information and does not add new details • Vague explanation of why interested in the position	• Does not discuss relevant qualifications • Does not state why you are interested in this position, company, or location
Paragraph 3: Closing	• Refers reader to your resume • Thanks reader for taking time to read • Is assertive in telling employer how you plan on following up	• Thanks reader for taking time to read • Does not refer reader to resume • Leaves the employer to assume a follow up	• Does not thank reader • Does not mention a plan to follow up

Adapted from Amy Raphael's sample in NACE Journal Fall 2005