

Cover Letter Writing Rubric

Course: Critical Workplace Skills/Internship Program

Student Name: _____ **Period:** _____

CATEGORY	Wow! 10 points	Got It! 9 points	Good! 8 Points	Almost--7 points	Score
Heading	Heading is center. Name is bold & prominent. All contact information is given. Email is not hyperlinked and the Header matches the resume.	All goals of header are met except two.	All goals of the header are met except four.	None of the Goals of the header are met.	
Greeting & Salutation	Appropriate greeting and salutation language used, both are capitalized with correct punctuation. Signature is included.	1 is made in the greeting or salutation.	2 errors are made in the greeting or salutation.	3 or more errors are made in the greeting or salutation.	
Attention Paragraph	Stated in a clear, concise manner, perking the reader's attention.	All but one of the paragraph's goals are met.	All but two of the paragraph's goals are met.	Paragraph's goals are not met.	
Body Paragraphs	Shows background experience, career interest and "struts stuff." All information is stated clearly.	All but one of the paragraph's goals are met.	All but two of the paragraph's goals are met.	Paragraph's goals are not met.	
Concluding Paragraph	Asks for an interview, thanks the reader. All information is stated clearly.	Meets all goals of the paragraph except one.	All but two of the paragraph's goals are met.	Paragraph's goals are not met.	
Capitalization, punctuation, spelling, & grammar	Writer makes no errors in capitalization, punctuation, spelling or grammar.	Writer makes 1-2 errors in capitalization, punctuation, spelling or grammar.	Writer makes 3-4 errors in capitalization, punctuation, spelling or grammar.	Writer makes more than 4 errors in capitalization, punctuation, spelling or grammar.	
Letter Format	Complies with all requirements for standard business format.	One section does not comply with standard business format.	Several sections do not comply with standard business format.	Complies with less than 75% of the requirements for standard business format.	
Neatness	Letter is typed, clean, not wrinkled, and is easy to read with no distracting error corrections. It was done with pride.	Letter does not meet 1-2 neatness goals.	Letter does not meet 3-4 neatness goals..	Letter looks like it was done in a hurry or stored improperly.	
Total Score 80 Points Possible					