Cover Letter Rubric

Name: _____   Co-op Teacher: _____

Categories/Criteria	Level 1 (50-59%)	Level 2 (60-69%)	Level 3 (70-79%)	Level 4 (80-100%)
Knowledge/Understanding: Contains ❑ Appropriate personal information Three (3) four (4) paragraphs to: ❑ Introduce and generate interest In candidate ❑ Highlight key points from resume ❑ Request interview	Demonstrates a limited understanding of cover letter writing (includes key components with limited required information)	Demonstrates some understanding of cover letter writing (includes key components with some required information)	Demonstrates considerable understanding of cover letter writing (includes key components with most required information)	Demonstrates a high degree of understanding of cover letter writing (includes key components with required information)
Thinking/Inquiry: ❑ Links key skills, experience and Education to position desired	Makes limited connections between skills, experience and education and position desired	Makes some connections between skills, experience and education and position desired	Makes considerable connections between skills, experience and education and position desired	Makes thorough connections between skills, experience and education and position desired
Communications: ❑ Edited for spelling and grammar ❑ Effective use of language creates Polite and professional tone	Uses language with limited accuracy Uses language with limited effectiveness to create appropriate tone	Uses language with some accuracy Uses language with some effectiveness to create appropriate tone	Uses language with considerable accuracy Uses language with considerable effectiveness to create appropriate tone	Uses language with a high degree of accuracy Uses language with a high degree of effectiveness to create appropriate tone
Application: Layout and Design ❑ Follows spacing rules ❑ Balances white space ❑ Formal readable font ❑ On résumé paper ❑ Uses block or semi-block format ❑ Includes key components for Business letter	Creates a layout and design that is limited in it's effectiveness	Creates a somewhat effective layout and design	Creates a considerable effective layout and design	Creates a highly effective layout and design

Teacher Comments and Next Steps: