

Cover Letter Rubric

	Cover letter should get you the interview.	Cover letter could land you an interview. This is an average letter (borderline case).	Cover letter needs significant improvement and would be discarded during screening.
Business format and overall quality of writing ability	This letter uses correct business format with date and addresses at the top, and a signature at the bottom. This letter is clear and concise, and grammatically correct. There are no spelling errors.	This letter uses correct business format with date and addresses at the top, and a signature at the bottom. There are minimal grammar and spelling errors. While its content is decent, this letter does not convince an employer to call.	Business formatting is not used in this letter. There is no address or date at the top. This letter is not signed. There are multiple grammar and spelling errors. The content of this letter does not make sense to the reader.
Section 1: Introduction	This section identifies the position for which you are applying and explains why you are interested in the job. You have described how you heard about the opening. The wording is creative and catches an employer's attention quickly.	This section identifies the position you are seeking. This letter does not describe how you heard about the opening. You vaguely describe why you are interested in this job. This section is bland and might not catch someone's attention fast enough.	This section does not clearly identify what position you are seeking. There is no description of how you heard about the position or why you are interested. This letter definitely will not grab an employer's attention and keep him or her reading.
Section 2: Identification of skills and experiences as related to position	This letter identifies one or two of your strongest qualifications and clearly relates how these skills apply to the job at hand. This letter explains specifically why you are interested in the position and this type of job, company, and/or location.	This letter identifies one of your qualifications, but it is not related to the position at hand. This letter restates what is on your resume with minimal additional information. You explain why you are interested in the position but are too vague.	This letter does not discuss any relevant qualifications. You have not related your skills to the position for which you are applying. This letter does not state why you are interested in the position, company, and/or location.
Section 3: Closing	This letter refers the reader to your resume or any other enclosed documents. This letter thanks the reader for taking time to read this letter. You are assertive as you describe how you will follow up with the employer in a stated time period.	You thank the reader for taking time to read this letter. You do not refer the reader to your resume or application materials. This letter assumes that the employer will contact you to follow up.	This letter does not thank the reader for taking time to review this letter. There is no reference to a resume or other materials. This letter does not mention any plan for follow up.

by Amy Diepenbrock. Courtesy of the [National Association of Colleges and Employers](#).

COVER LETTER TIPS

- A cover letter is not always REQUIRED but preferred
- If the hiring manager's name is not provided, call and ask or address letter to Hiring Manager
- Remember to include your contact information, date, hiring company contact information, greeting line, and signature
- Keep your cover letter short and simple
- Remember AIDA
 - **Attention** – 1st paragraph, grab manager's attention
 - **Interest** – 2nd paragraph, explain why you are special
 - **Desire** – 3rd paragraph, create a desire for the hiring manager to meet you
 - **Action** – 4th paragraph, ask the hiring manager for an interview

Source: *The Job Hunting Handbook*; Harry Dahlstrom 2014

