# Cover Letter Evaluation Rubric

## Opening Paragraph

| Interest/passion Skills/experience Primary/secondary research | Weak (0) | ⌋ Expresses no interest in position<br>⌋ Makes no reference to skills/experience matching the job description<br>⌋ No reference to any form of research indicating interest in firm |
| --- | --- | --- |
| | Mediocre (1) | ⌋ Expresses mild interest in position<br>⌋ Makes a mild reference to skills/experience matching the job description<br>⌋ Superficial and generic secondary research |
| | Good (2) | ⌋ Expresses strong interest in position<br>⌋ Makes a strong reference to skills/experience matching the job description<br>⌋ Strong secondary research |
| | Excellent (3) | ⌋ Expresses very keen genuine interest and/or passion for position<br>⌋ Makes a clear expression of the skills/experience matching the job description<br>⌋ Genuine and unique primary or secondary research indicating interest in firm |

## Body Paragraphs

| Skill-Matching | Weak (0) | ⌋ No mention of any skills or experiences |
| --- | --- | --- |
| | Mediocre (1) | ⌋ Briefly states skills or experiences that are not specific to the job description |
| | Good (2) | ⌋ Provides skills and experiences that match the job description, however with very little proof or elaboration |
| | Excellent (3) | ⌋ Describes specific skills that are clearly matched to the job description, referencing specific examples that leverage experiences and qualifications |
| Branding | Weak (0) | ⌋ No research conducted |
| | Mediocre (1) | ⌋ Provides minimal research and displays information that can easily be found on the company's website |
| | Good (2) | ⌋ Provides research that demonstrates effort and interest, but does not relate the research back to the candidate to show "fit" |
| | Excellent (3) | ⌋ Provides strong, insightful research that demonstrates knowledge and interest in the industry/organization, and that clearly illustrates how the candidate will "fit" into the industry/organization. |

## Concluding Paragraph

| Repeat skills + interest/passion + ask for meeting | Weak (0) | | No mention of specific skills, interest or request for meeting and no thank you. |
|---|---|---|---|
| | Mediocre (1) | | Portion of above |
| | Good (2) | | Reference to specific skills, interest and request for meeting, and includes a thank you. |
| | Excellent (3) | | Very clear reference to specific skills, interest and request for meeting, graciously thanks the employer for their consideration |

## Integration

| Matching format | Weak (0) | | Format is unprofessional, does not contain any of the contact information of the employer, tone is inappropriate and there are spelling and grammar errors. The salutation may be inappropriate and the employer is not addressed by name. |
|---|---|---|---|
| | Mediocre (1) | | Format is appropriate, although some information is missing (ex. employer's address). The employer is not addressed by name and there may even be some grammatical or spelling errors |
| | Good (2) | | Format is appropriate and the candidate displays proper tone. The employer is addressed by name and the organization's address is included. However, there is no subject line and no mention of the application documents enclosed |
| | Excellent (3) | | All necessary information is displayed, format/tone/font/style is appropriate, and the candidate displays the best impression of his/herself. |

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