

## COVER LETTER RUBRIC

	1 - Beginner	2 - Intermediate	3 - Advanced	Level
<b>Header</b>	<p>Includes your name and a way for the reader to contact you. Lists full home address instead of city and state. If an email address is listed, the name may not be professional. There may be mistakes in the spelling of the email domain or state abbreviation.</p> <p><b>Example:</b> Sofia Lopez 123 Main Street, Los Angeles, CA 90004 catlvr@gmail.com</p>	<p>Includes essential information: your name, phone number, email address and city and state. The email may not be professional.</p> <p><b>Example:</b> Sofia Lopez Los Angeles, CA 555-555-5555 catlvr@gmail.com</p>	<p>Includes your name, phone number, a professional email address, city and state, and LinkedIn or professional profile URL. Your cover letter header is formatted in the same way as your résumé header.</p> <p><b>Example:</b> Sofia Lopez Los Angeles, CA 555-555-5555 sofialopez@gmail.com linkedin.com/in/lopez-sofia</p>	
<b>Date &amp; Company/ Contact Information</b>	<p>The date you began your cover letter is included, rather than the date you are submitting your application. The contact information for the company to which you are applying is missing.</p> <p><b>Example:</b> February 10, 2023</p>	<p>Includes contact information for the company to which you are applying, and the date you are applying. The recruiter's name or position is not included.</p> <p><b>Example:</b> February 17, 2023  ABC Company Business City, CA 91030</p>	<p>Recruiter's position is named in contact information along with the date you are applying to the position.</p> <p><b>Example:</b> February 17, 2023  Director, Human Resources ABC Company Business City, CA 91030</p>	
<b>Greeting</b>	<p>Addresses the recruiter with a greeting that is not current business standard.</p> <p><b>Example:</b> <i>To Whom it May Concern/Dear Sir/Ma'am,</i></p>	<p>Addresses company name instead of recruiter.</p> <p><b>Example:</b> <i>Dear ABC Company,</i></p>	<p>Addresses recruiter by full name or by their position title. Greeting follows current business standard protocol.</p> <p><b>Example:</b> <i>Dear Emma Anderson/Hiring Manager,</i></p>	

<p style="text-align: center;"><b>Introduction</b></p>	<p>Describes the job searching website that you found the job from. Focuses on how the potential job or internship will benefit you. Focuses on lack of experience rather than highlighting your current skills that you have to offer.</p> <p><b>Example:</b>  <i>I found your position on Handshake. This position really interests me because it will help advance my career. I don't have any experience in this industry yet, but I'm willing to learn.</i></p>	<p>Names relevant skills but does not connect them to how it can be applied in the potential company setting. Shows interest in the company but may not reflect the company's values or brand.</p> <p><b>Example:</b>  <i>I have always been interested in ABC Company since I was little. My ability to work well in a team, communicate with others, and manage my time has helped me excel as a student.</i></p>	<p>Mentions name of recruiter or personal contact if applicable at the company. Shows that you have researched the company's mission statement and values and defined how you align with both. Defines 2-3 relevant skills or qualifications that you have to offer as a candidate in this role.</p> <p><b>Example:</b>  <i>Through my experiences as a parent educator and teaching assistant, I have learned that the most effective change for children's wellbeing starts in the home. ABC Company's emphasis on early intervention and increasing accessibility of childcare resources greatly aligns with my own values as an educator and parent. I believe with my passion and experience that I would be a perfect candidate for the Program Specialist opening at ABC Company.</i></p>
<p style="text-align: center;"><b>Body</b></p>	<p>Uses vague or broad words to describe your skills or strengths. Does not provide tangible examples for how you have applied these skills or strengths. May restate information already stated on their résumé, without focusing on your relevant accomplishments.</p> <p><b>Example:</b>  <i>I'm a great team player, I communicate well with others, and can manage my time to do multiple tasks.</i></p>	<p>Provides examples of how you have applied relevant skills but does not provide quantifiable evidence for your claims. Does not make the connection to why these experiences would be important or beneficial in the potential role.</p> <p><b>Example:</b>  <i>I'm a great team player. For example, I collaborated with my team members to finish our senior project. My ability to communicate well with others as well as manage my time allowed us to set deadlines and delegate tasks.</i></p> <p><i>I have experience working with children, which allows me to feel comfortable working with kids. At my part-time job, I often supervised children during daycare as well as created resource lists for parents.</i></p>	<p>Provides examples of how you have applied relevant skills/qualifications. If possible, provides quantifiable evidence that shows the impact of your contributions. At the end of the paragraph, makes connection to how this would be beneficial in the company/role.</p> <p><b>Example:</b>  <i>Here are some ways I can help:</i></p> <p><b>Knowledge of childcare resources and general childcare information.</b> <i>As a parent educator, I created a resource list of local childcare companies as well as promoted articles on healthy parenting in a weekly newsletter. My knowledge and expertise allow me to confidently share information with parents in an accessible way.</i></p> <p><b>Demonstrated ability to work effectively with parents and childcare providers.</b> <i>In my most recent role, I was often the mediator in introducing parents to childcare providers in their area. Throughout my experiences, I was commended by my supervisors with my ability to build relationships and provide recommendations.</i></p> <p><b>Enthusiastic team player who takes initiative.</b> <i>I collaborated with my co-facilitator at the Early Education Center to create fun icebreakers for our parent groups. After receiving parent feedback, I took the initiative to start a new support group to serve single fathers.</i></p>

Call to Action	<p>Restates your contact information listed at the top of your cover letter. Provides availability when you can be reached. Urges the recruiter to contact you at any time.</p> <p><b>Example:</b>  <i>I can be reached at 555-555-5555 at any time. Please call me back as I am highly passionate about this role.</i></p>	<p>Concisely summarizes information mentioned earlier in cover letter. Call to action is tentative and could be stronger.</p> <p><b>Example:</b>  <i>My ability to work well in a team, communicate with others, and manage my time has helped me excel as a student. I hope to hear from you soon.</i></p>	<p>Restates interest in the position and how your skills/qualities align with employer needs. Thank the employer for their time and consideration. Politely urge the interviewer for an interview.</p> <p><b>Example:</b>  <i>I look forward to discussing with you further how my passion and experience working within the community makes me a perfect candidate for this role. Thank you for your time and consideration.</i></p>	
Closing	<p>Addresses the recruiter with a greeting that is not current business standard. Does not provide a signature.</p> <p><b>Example:</b>  <i>Thanks</i></p>	<p>Addresses the recruiter with a greeting that is not current business standard.</p> <p><b>Example:</b>  <i>Thank you,  Sofia Lopez</i></p>	<p>Closing follows current business standard protocol. (e.g. Best Regards)</p> <p><b>Example:</b>  <i>Sincerely,  Sofia Lopez</i></p>	
Readability	<p>Verb tense and punctuation are not consistent. Contact information and dates are not formatted consistently. Contains spelling mistakes or incorrect words (autocorrected by spell check).</p>	<p>Grammar and spelling are accurate. Contact information, dates and punctuation are formatted consistently. May use more than three font variations. Alignment may be varied.</p>	<p>Formatting, alignment, and font styles are accurate and consistent. Easy to scan. Information is concise and relevant. Content fits to one page. Can quickly identify target roles.</p>	
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