## Cover Letter Rubric

<table>
<thead>
<tr>
<th></th>
<th>Cover letter should get you the interview.</th>
<th>Cover letter could land you an interview. This is an average letter (borderline case.)</th>
<th>Cover letter needs significant improvement and would be discarded during screening</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Business format and overall quality of writing ability</strong></td>
<td>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.</td>
<td>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.</td>
<td>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.</td>
</tr>
<tr>
<td><strong>Section 1: Introduction</strong></td>
<td>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.</td>
<td>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.</td>
<td>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.</td>
</tr>
<tr>
<td><strong>Section 2: Identification of skills and experiences as related to position</strong></td>
<td>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.</td>
<td>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.</td>
<td>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.</td>
</tr>
<tr>
<td><strong>Section 3: Closing</strong></td>
<td>This letter refers the reader to your resume or any other enclosed documents. This letter is assertive as you describe how you will follow up with the employer in a stated time period.</td>
<td>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.</td>
<td>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.</td>
</tr>
</tbody>
</table>
Dear Name (or Dear Hiring Manager / Search Committee),

The purpose of the first paragraph is to state the purpose of the letter and to indicate how you heard about the position that you are applying for. EXAMPLE: I would like to express my interest in applying for your recently posted position for Customer Support as indicated on your company website...

The second paragraph should begin with referencing the resume with emphasis on your skills as it pertains to the job you are applying for without reiterating what is already in the resume. EXAMPLE: My resume details my most relevant experiences as it pertains to your specific needs. To elaborate on my qualifications, I believe that my 3 years of experience in this field will enable me to hit the ground running and to make an immediate impact on meeting your bottom line. In my previous positions, I have constantly demonstrated an ability to learn quickly and collaborate effectively with my fellow team members. My strengths center on creating ideas that enhance efficiencies and then putting those ideas in practice with proven results...

The third paragraph draws attention to your interest in the company and states why you are interested in that particular company. EXAMPLE: Your company has a well-known reputation for providing timely and considerate customer service, which is precisely why I am reaching out to you. It is my sincere desire to work with a customer base that is more direct and responsive to trends, needs, and evolving customer tastes. Coupling my professional goals with my personal interests will enhance my ability to serve your customers in a unique way...

And finally, the fourth paragraph just simply concludes the letter with a request for an interview. EXAMPLE: In conclusion, I am seeking an opportunity to meet with you so I may further elaborate on my qualifications and learn more about this position. I am available at your convenience and can be easily reached at 269.965.3931. Thank you in advance for your close consideration.

Sincere regards,

Bruin T. Bear
May 12, 2015

Ms. Jane Jones Operations
Manager First Mutual Bank of the Valley
12578 Magnolia Boulevard
Van Nuys, CA 91609

Dear Ms. Jones:

Having completed my undergraduate work at The Master's College with a major in Business Management, I am seeking employment at a local firm where I can apply my skills and knowledge. I have read with great interest your announcement on JobTrak for a Financial Analyst. I would very much appreciate consideration for the position.

In addition to my training in management, I undertook a minor emphasis in computer sciences. I have a keen interest in economics and statistical research, and completed a major research project as part of my course material. My recent part time work as a financial assistant has prepared me for a career in the banking industry.

I am aware that First Mutual Bank anticipates significant growth in the southern California area in coming years. I am interested in working in this area, although I am willing to relocate for a challenging position.

I will contact your office during the week of May 21 to arrange an interview. I can be reached at the number above anytime.

Sincerely,

Thomas Collegian

Enclosure

May 14, 2015

Ms. Alora Whetherington
Director of Human Resources
Sparkle Publishing Company
459 Wilshire Boulevard
Los Angeles, CA 90068

Dear Ms. Whetherington:

As a recent graduate of The Master's College with a major in English, I am seeking employment with a publishing company with a bright, challenging future. I learned of your corporation through Dr. Charles Boone, who suggested I inquire through your office.

In addition to my formal training in English, I have two years experience as copy editor and feature writer on my college newspaper. I have sought summer employment with companies that have added to my graphic arts and design experience. I am familiar with Microsoft Office as well as other desktop publishing software.

I am excited about the possibility of putting my skills and knowledge to use in a firm such as yours. Sparkle Publishing has an excellent reputation among those in the English Department at The Master's College.

I will contact your office soon to discuss the possibility of an interview, or I may be reached at the number shown on my resume.

Sincerely,

Thomas Collegian

Enclosure
JOB DESCRIPTION - Coordinator, PACT (People Achieving Connections Together) Activity Center

Serve as manager for day-to-day operations of activity center. Professional position requiring competency with budgeting practices and knowledge of developmental disability services and supports.

Preferred Qualifications: Bachelor’s degree in related field of study and experience in successful planning and direction of a similar program for persons with DD or other populations.

The successful candidate will be expected to:
- Conceptualized and implement a clear vision for programming
- Collaborate to explore funding opportunities and develop resources
- Identify and promote opportunities for community partnerships and involvement
- Create and manage budget
- Develop bank of volunteers and part-time employees

Lisa Sullivan
Boulevard • St. Louis, MO 63105

8812 Delmar
Cell: 314.986.2122 • lisasullivan@hotmail.com

August 1, 2010

Mr. John Walters
Executive Director
PACT
4712 Andrews Ave.
St. Louis, MO 63105

Dear Mr. Walters:

It was with great interest that I read of the coordinator position with the PACT activity center on your website. Please allow me the opportunity to highlight my qualifications for this position, as well as convey my enthusiasm.

**Extensive programming experience** – Through my work with Camp Wonderland, a facility in central Missouri that provides camping opportunities for special needs populations, I have had the privilege of developing and implementing structured activities for children with special needs including cerebral palsy and Down syndrome. Through these experiences, I am well versed in the characteristics, abilities, and motivators for children with special needs, and have been working on a number of ideas I would like the opportunity to implement at PACT.

**Community partnerships** – One of the most enjoyable aspects of the positions I have held has been the opportunity to forge relationships with campus and community members. Whether I’ve been tasked with promoting diversity, informing others of the special needs of children with developmental disabilities, or tutoring Hispanic families in English, I have consistently been able to make connections that promote open communication, awareness, and appreciation for diversity in its many forms. I would relish the chance to bring these partnerships to PACT.

**Budgeting** – While working at the YMCA’s summer camp program and serving on the Residential Hall Association, I have had multiple opportunities to develop and execute detailed budgets. From buying supplies to planning large-scale events, I have an eye for detail coupled with an ability to see the big picture. My projects have consistently come in at or under budget, while having the desired impact for the participants.

I am excited about the prospect of working for PACT, as your reputation in St. Louis is strong. I was particularly impressed by your presentation at Camp Wonderland last summer. I am confident that my experience, education, and passion for those with developmental disabilities would make me an excellent coordinator for your activity center. I will follow up within a week to ensure that you have received my materials.

Sincerely, Lisa

Sullivan