



COVER LETTER CRITIQUE RUBRIC

Student OCID/Name

Major

FORMAT & PRESENTATION	Approved	Needs Improvement
A) Looks visually pleasing to the eye		
B) Consistency and uniformity: Fonts, Spacing, Periods		
C) Consistency and uniformity: Headlines, Dates, and Experiences		
D) Paragraphs (at least 3)		
E) Grammar (no spelling errors and no abbreviations)		
F) Tenses: present tense for current, past tense for previous		

*Improvement
Suggestions*

HEADING	Approved	Needs Improvement
A) Your Name		
B) Your Contact Information (phone number, professional email address)		
C) Company Address and directed to the appropriate individual		

*Improvement
Suggestions*

SECTION 1: INTRODUCTION	Approved	Needs Improvement
A) Identify the position you are applying for		
B) Describe how you were informed of the position		
C) Explain why you are interested in the position		
D) Infuse creativity to catch an employer's attention		

*Improvement
Suggestions*

SECTION 2: IDENTIFICATION OF SKILLS AND EXPERIENCES TO POSITION	Approved	Needs Improvement
A) Identify and expand upon experiences and skills you have that relate to the position		
B) Connect your experiences to the job using key words highlighted in the job description (analyze, facilitate, customer service)		

*Improvement
Suggestions*

SECTION 3: CLOSING	Approved	Needs Improvement
A) Mention something unique to the company		
B) Mention how you could benefit from being part of their team		
C) Restate how you can be contacted (phone number and email)		
D) Refer the reader to your resume for additional information		
E) Thank the company for their time and welcome them to contact you with any questions		
F) Signature		

*Improvement
Suggestions*