



Cover Letter Scoring Guide

Student name:			
Reviewed by:		Review date:	
Check one:	☐ Requirements met	☐ Requirements not met	

Must score a “Meets” or higher in all areas to meet requirements

	Exceeds	Meets	Needs Improvement
Header	☐ Includes all information below with a space between each section • Applicant name, phone number, professional email (not school email), and address (do not include street address) • Date • Hiring manager’s name, manager’s job title, company name, complete address (include street)	☐ Includes all information in “Exceeds” column, with minor errors, such as inclusion of a school email address	☐ Insufficient or inaccurate information
Opening Section	☐ • 1st sentence clearly states position being applied to and how applicant learned of it • Following sentences highlight applicant’s overall qualifications/fit for job and specifically why the applicant is excited about the job/company (draw on specific knowledge of company & role)	☐ Section contains all elements mentioned in “Exceeds” column but may contain minor errors related to the following: • Clarity of language or ideas • Limited demonstration of applicant’s overall qualifications • Limited demonstration of applicant’s knowledge of role and/or company	☐ Failed to include significant section components
Body Section	☐ Contains two paragraphs that each contain the following elements: • Topic sentence that highlights applicant’s possession of key skill or qualifications • 1-2 sentences that draw attention to a personal experience in which the skill/qualification is evident • 2-4 sentences that explain how the personal experience demonstrates the applicant is well-qualified for the position being applied for • Use of key words from the job listing and its “requirements” section throughout body paragraphs	☐ Section contains all elements mentioned in “Exceeds” column but may contain minor errors related to the following: • Topic sentence may not reflect content of body paragraph • Information related to applicant’s personal experience lacks sufficient detail to be clear • Explanation of how the personal experience demonstrates applicant’s qualities lacks clarity • Key words used only sparsely	☐ Failed to include significant section components

Closing and Signature	☐ - Recaps applicant's key qualities, values, and excitement as well as how they align with the job and/or company's values - Ends paragraph on a note of gratitude and expresses interest in possibility of interview - Uses positive language throughout - Concludes cover letter with appropriate professional statement (e.g. "Sincerely") and applicant name	☐ Section contains all elements mentioned in "Exceeds" column but may contain minor errors related to the following: - Clarity of language or ideas - Underdeveloped or inappropriate tone for section - Insufficient use of job related language	☐ Failed to include significant section components
Spelling, Grammar, Punctuation, & Word Choice	☐ - Consistently free of errors in grammar and mechanics - Word choice is industry-specific and appropriate for a professional document - Key words from the job listing have been incorporated appropriately throughout	☐ - Minor errors in grammar and mechanics do not interfere with meaning - Use of industry-specific language and/or key words from the job listing are present but limited	☐ - Errors in grammar and mechanics are significant enough to distract from meaning and appear unprofessional - Language inappropriate for professional document - Does not make use of industry-specific language and key words from job listing
Company & Job Research	☐ Content of cover letter clearly and coherently demonstrates student knowledge of company and job role	☐ Content of cover letter suggests student knowledge of company and job role, but incorporation lacks clarity	☐ Content of cover letter contains does not contain evidence of research related to company and job role
Comments			