

## Cover Letter Rubric

Rank each category with any number from 0-5

Criteria	Not Acceptable (1)	Average (3)	Excellent (5)
<p><b>Correct Formatting</b> The applicant has put their cover letter in the correct format</p>	<ul style="list-style-type: none"> <li>• Formatted inconsistently</li> <li>• Font size is different in most areas</li> <li>• Text appears very overcrowded or too spaced out</li> <li>• Does not include any salutation or address</li> <li>• Letter is much longer or shorter than 1 page</li> <li>• Letter does not have basic components of a letter-opening paragraph, body, closing paragraph</li> </ul>	<ul style="list-style-type: none"> <li>• Formatted inconsistently in 1 or 2 areas</li> <li>• Font size is different in 1 or 2 areas, but generally same size throughout</li> <li>• Text appears somewhat overcrowded</li> <li>• There is a salutation, but no address</li> <li>• Letter is somewhat longer or shorter than 1 page or less than 3 paragraphs</li> </ul>	<ul style="list-style-type: none"> <li>• Consistent formatting in letter form and correct use of address</li> <li>• Font is consistently the same size</li> <li>• Text is well spaced and not overcrowded</li> <li>• Salutation is addressed to the Scholarship Committee</li> <li>• Letter is the appropriate length with an opening paragraph, a body, and a closing paragraph (1 page, 3-4 paragraphs)</li> </ul>
<p><b>Spelling, Punctuation, Grammar, and Mechanics</b></p>	<ul style="list-style-type: none"> <li>• Letter contains 3 or more errors in spelling, punctuation, grammar or spacing</li> <li>• Shows poor use of the English language</li> <li>• Flows poorly</li> </ul>	<ul style="list-style-type: none"> <li>• Letter contains 1 or 2 minor errors in spelling, punctuation, or grammatical errors</li> <li>• Shows average use of English language</li> </ul>	<ul style="list-style-type: none"> <li>• Letter has no spelling, punctuation, or grammar mistakes</li> <li>• Shows excellent use of the English language</li> <li>• Letter flows well</li> </ul>
<p><b>Content</b> The letter had specific genuine examples unique to the individual, and addressed reasons for why the applicant deserves a scholarship</p>	<ul style="list-style-type: none"> <li>• Letter shows no examples of involvement, need, special circumstances, etc.</li> <li>• Examples are generic and do not appear unique to the individual, or are directly taken from the CV/resume</li> <li>• Letter shows little to no enthusiasm for CUSOM and their program</li> <li>• Doesn't address any career goals</li> </ul>	<ul style="list-style-type: none"> <li>• Letter shows one example of involvement, need, special circumstances, etc.</li> <li>• Examples are somewhat unique and may appear generic, some may be repetitive of the CV/resume</li> <li>• Letter shows some enthusiasm for CUSOM and their program</li> <li>• Addresses a generic career goal, but may not be specific</li> </ul>	<ul style="list-style-type: none"> <li>• Letter highlights 2 or more examples of financial need, special circumstances, deserving attributes, etc.</li> <li>• All examples are unique and not a repetition from the CV/resume</li> <li>• Letter shows enthusiasm for CUSOM and their program</li> <li>• Addresses at least one specific career goal</li> </ul>