

Cover Letter Rubric

Rank each category with any number from 0-5

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