

Cover Letter Rubric

Rank each category with any number from 0-5

Criteria	Not Acceptable (1)	Average (3)	Excellent (5)
Correct Formatting The applicant has put their cover letter in the correct format	<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)
Spelling, Punctuation, Grammar, and Mechanics	<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
Content The letter had specific genuine examples unique to the individual, and addressed reasons for why the applicant deserves a scholarship The letter detailed specifically what would be gained by their involvement in a mission trip or international rotation	<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 Doesn't address what will be gained in involvement in mission trip or international rotation 	<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 Letter shows few details in what will be gained in their involvement in a mission trip or international rotation 	<ul style="list-style-type: none"> Letter highlights 2 or more examples of financial need, special circumstances, deserving attributes, what will be gained from a mission trip or international rotation, 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