

ARCADIA VALLEY CTC SCORING GUIDE
COVER LETTER/LETTER OF INTRODUCTION
Focus Skills: Business Letter Format and Persuasion

CRITERIA	0	1	2	3	4	TOTAL
FORMAT & LENGTH	Format is not acceptable or is incomplete	Does not follow business letter format or may require significant revisions; length may not be appropriate	Business letter format requires minor revisions; length may not be appropriate	Correct business letter format and appropriate length	Impressive business letter format and appropriate length; professional appearance	
PURPOSE	Purpose is not attempted or is incomplete	Lacks introduction of self and/or presentation of skills and/or qualifications; may not request reader to take some course of action	Attempts to introduce self; may not clearly present skills and/or qualifications; may request reader to take some course of action	Introduces self; presents skills and/or qualifications; requests reader to take some course of action (i.e. schedule an interview)	Effectively introduces self; "sells" skills and/or qualifications; persuades reader to take some course of action (i.e. schedule an interview)	
MECHANICS	Mechanics are not acceptable	Sentence fragments, too many distracting errors	Occasional errors but not enough to distract	Complete sentences; correct capitalization, punctuation, and spelling	Flawless presentation of mechanics as desired in a cover letter	
WORD USAGE	Word choice is not acceptable	Word choice is inadequate or inappropriate	Word choice is acceptable	Word choice is effective and persuasive	Word choice is professional, respectful, and persuasive	
ORGANIZATION	Organization is not acceptable or not attempted	Organization of ideas between paragraphs and within paragraphs is random or poorly organized	Organization of paragraphs is acceptable but ideas within paragraphs may lack organization	Introductory paragraph presents purpose; body presents skills and/or qualifications; conclusion requests a course of action; ideas within paragraphs may be organized	Effective organization includes an introductory paragraph to present purpose; body to present skills and/or qualifications; conclusion to request a course of action; effective organization of ideas within paragraphs	
USES TECHNOLOGY	Not word processed or appearance is unacceptable	Word processed but appearance is unacceptable	Word processed; appearance needs minor revisions	Word process in a clear font to create an appropriate appearance	Word processed in a clear font to create a professional appearance	
TIME REQUIREMENTS	Work is not complete	Completed late			Completed on time	