Introduction to Careers in Hospitality and Tourism

Unit 12 – Employment Skills

**Summative Assessment 2: Cover Letter Rubric**

Student Name: ­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: ­­­­\_\_\_\_\_\_\_\_\_\_ Reviewer Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **Criteria** | **Excellent (3)** | **Average (2)** | **Unacceptable (1)** |
| Formatting  *Goal: To ensure your cover letter is polished, professional, and concise.*  Score: 3 2 1 | Margins are acceptable at ½”.  Font size and style is readable at 10-12 point.  Formatting is consistent with a business letter.  Salutation, your signature, and the word, “Enclosure”, which indicates your resume and reference sheet is included. | Margins are consistent.  Font size or style is difficult to read.  Less than two formatting errors.  A comma follows the addressee name instead of a colon. | Margins are either less than ½ “or are more than 1 inch.  Font size and style is unreadable.  More than 3 formatting errors  Text size is not between 10 and 12  No formal business letter format was followed. |
| Grammar, Spelling, & Punctuation  *Goal: To ensure your resume is polished and error-free.*  Score: 3 2 1 | Error-free spelling  Error-free punctuation  Error-free line spacing  Grammar is appropriate  No use of pronouns “I” or “me”  Appropriate use of italics and bold  If using bullets they highlight content effectively | One to two spelling errors  One to two punctuation mistakes  One to two errors in line spacing  Inconsistent and/or overuse of bold or italics  Misuse of one to two verb tenses | Three or more spelling errors  Three or more punctuation mistakes  Three or more errors in line spacing  Use of pronouns  Use of abbreviations  Excessive use of bold or italics  Misuse of more than three verb tenses |
| Heading  *Goal: To ensure a potential employer can easily contact you. To ensure the cover letter is received by the targeted individual.*  Score: 3 2 1 | Includes name, address, phone number, and e-mail  Name stands out in bold and is two points larger in font size  Provides a professional e-mail  Your contact information, date, and the employer’s contact information are located at the top of the letter.  The letter has been addressed to a specific person, with title. | Name does not stand out.  Area code is missing from phone number.  E-mail is too casual.  One component of the contact information section is missing from the top of the letter.  The letter is not addressed to a specific person; reads “To Whom It May Concern” instead. | Missing either name, address, phone number, or e-mail  Area code is missing from phone number.  E-mail used is either inappropriate or unprofessional.  One or more of the remaining cover letter paragraphs is missing.  The cover letter has been addressed to the wrong individual or the wrong organization. |
| Research  *Goal: To gather information about the specific organization.*  Score: 3 2 1 | Cover letter clearly indicates that you reviewed the job description.  Cover letter clearly indicates that you have researched the company and provided specifics regarding the organization’s mission, vision, or goals.  Cover letter has been tailored to a specific targeted audience. | Cover letter mentions vague qualifications, skills, and abilities that are common not specific to the job opening.  Information about the company is not concise, suggesting little research completed.  Cover letter is appropriate but not tailored for the job opening. | Cover letter does not reflect an understanding of or mention qualifications, skills, or abilities that are common to the job.  There is no information present about the specific organization.  Evidence suggests that you did not attempt to tailor the cover letter in an appropriate, business-like manner. |
| 1st Paragraph  *Goal: To convey who you are and the purpose of the cover letter.*  Score: 3 2 1 | Identifies yourself to the reader.  Explains the position for which you are applying.  Describes how you learned about the job opening.  Grabs the reader’s attention with creative wording. | Vaguely identifies yourself to the reader with no specifics.  Explains the position for which you are applying.  Does not include an explanation of how you learned about the job opening. | There is no introductory paragraph OR introductory paragraph indicates interest in the wrong position or wrong organization. |
| 2nd Paragraph/Argument  *Goal: To convey how you would be beneficial as an employee to the target audience.*  Score: 3 2 1 | Succinctly identifies your strongest and most relevant qualifications, skills, and abilities and how those skills will translate on the job.  Key words or phrases from the job description have been incorporated to demonstrate what a strong candidate you are.  Paragraph provides concrete evidence of how you meet the job qualifications.  Paragraphs detail your passion for the industry, job duties, and the potential future collaboration with them. | Paragraphs identify your strengths but fail to connect how those skills apply to the job opening.  Key words or phrases have been omitted.  Paragraphs lack any evidence that would explain how you meet the job qualifications.  There is no suggestion of passion for the job position, industry, or a future collaboration. | Paragraphs are missing OR are clearly copied from another cover letter.  Qualifications listed are irrelevant to the job opening.  Applicant provides no connect to the specific qualifications necessary for the job. |
| Conclusion  *Goal: To restate your goals, express a desire to meet, and thank your reader for his or her consideration.*  Score: 3 2 1 | The conclusion reinforces why you are applying for the position.  Paragraph includes a specific time period in which you will follow up with the organization to discuss the job opening further.  Contact information is provided again for clarity.  Conclusion thanks the potential employer for his or her time and consideration. | The conclusion reinforces why you are applying for the position.  Paragraph about follow up is vague and hard to understand, with no specific time period.  Contact information is provided again for clarity.  Excitement for the open position is lacking. | There is no mention of why you are applying for the position.  There is no specific time period mentioned for a follow up call or e-mail.  There is no contact information or there are errors in the text.  The applicant does not thank the potential employer for his or her time and consideration. |