

**Candler School of Theology, Office of Career Services
Cover Letter Grading Rubric**

		1	2	3	4	5
I. Intro Paragraph	Strong Introduction					
	Roadmap/Thesis					
II. Body Paragraph	Content					
	Structure					
	Tone					
III. Closing Paragraph	Materials & Contact Info					
	Conveys Appreciation					
	Interview/Next Action					
IV. Form	Format & Appearance					
V. Bonus	(+1, +2, or +3)					
TOTAL	/ 45					

COMMENTS/FEEDBACK:

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I. Intro Paragraph

- A. Strong Introduction
 - a. Identifies the specific position for which the applicant is applying
 - b. Discusses why the candidate is interested in the position, employer, and/or geographic market, including any personal ties to the employer (bonus points for personal connection)!
- B. Roadmap/Thesis Sentence
 - a. Apparent: The letter conveys two to three main themes using a roadmap/thesis sentence.
 - b. Appropriate: The themes selected are appropriate, will be attractive to the intended audience based on the field of choice, and reflect adequate research. The themes selected in the roadmap are focused on why the person is a strong candidate for the specified position/employer/market.

II. Body Paragraph

- A. Content
 - a. The body paragraph uses specific, compelling examples to support each of the themes selected with sufficient detail, providing more detail to support more important themes.
 - b. Ties the themes (interest, experience, skills, education) back to the value the candidate can add to the employer.
- B. Structure
 - a. The body paragraph supports the themes of the roadmap sentence in the same order as the roadmap sentence, listing and supporting the most persuasive themes/arguments first.
- C. Tone
 - a. Conveys the tone of an informed and enthusiastic candidate, with natural language that flows smoothly, avoids recreating the resume. Clear and concise.

III. Closing Paragraph

- A. Materials and Contact Information
 - a. Refers to the resume and/or enclosed application materials, provides a contact method.
- B. Conveys Appreciation
 - a. Includes well written statement of appreciation.
- C. Interview or Next Action
 - a. Requests an interview and/or mentions when the applicant will follow up
 - b. Bonus [no points deducted if not included]: for an out of town applicant, mentions a time when the applicant will be in town

IV. Form

- A. Format and Appearance
 - a. The letter follows proper block or modified block format with a date and addresses at the top, signature at the bottom.
 - b. There are no grammatical, spelling, or punctuation errors. The letter looks polished and the author paid attention to detail.

V. Bonus

- A. Added Value - plus one point for each or any of the following, no points deducted if not included:
 - a. Personal Connection -- Mentions personal connection to employer (check introduction paragraph)
 - b. Visit to the Area -- Mentions time applicant will be in town (check closing paragraph)
 - c. Personal Touch -- Any personal touch conveying enthusiasm that goes beyond the expected