

Student Name _____ Date _____ Reviewer _____

	Meets Expectations	Partially Meets Expectations	Does Not Meet Expectations
Header	Includes a complete, professional header with the applicant's contact information (name, phone, email, city/state, and optional links), the date, and the employer's name, title, company, and address.	Provides some required header elements but is missing one or more key pieces of contact information or employer details.	Header is largely incomplete, missing most required contact information and/or employer details, or presented in an unprofessional format.
Professional Greeting	Uses a professional greeting such as "Dear Hiring Manager" or "Dear [Mr./Ms. Last Name]," demonstrating appropriate business etiquette.	Uses a greeting that is generally respectful but somewhat informal or not fully aligned with professional standards.	Uses an inappropriate or overly casual greeting (e.g., "Hi," "Hello") or omits the greeting entirely.
Letter Length	Keeps the cover letter to one page (about 250–400 words), organized into 3–4 concise paragraphs that highlight value clearly without repeating the résumé.	Letter is close to one page but somewhat too short or too long, or includes minor repetition of résumé content instead of maintaining a concise, value-focused structure.	Letter is significantly over or under one page, lacks clear paragraph structure, or relies heavily on résumé repetition rather than presenting a focused, concise narrative.
Opening Paragraph	Clearly states the position and source, introduces the applicant, includes a strong hook highlighting fit or enthusiasm, and appropriately references any connection within the organization.	Addresses some but not all required elements (e.g., mentions the position but lacks a hook, or introduces the applicant but omits the source or connection), resulting in a partially complete or somewhat vague opening.	Missing most or all required elements—does not clearly state the position, lacks introduction, includes no hook, and provides no relevant connection—resulting in an incomplete or ineffective opening paragraph.
Middle Paragraph(s)	Provides relevant, well-chosen achievements and specific, measurable examples that demonstrate skills, results, and strong fit for both the role and the organization.	Includes some relevant experiences or skills but lacks specificity, quantifiable results, or a clear explanation of fit for the role or organization.	Provides minimal or no relevant achievements, examples, or evidence of fit, resulting in a vague or ineffective description of value.
Closing Paragraph	Clearly reinforces interest in the role, summarizes the value offered, invites next steps, and thanks the reader in a professional closing.	Addresses some but not all elements—such as showing interest or offering thanks—but lacks a clear summary of value or an effective call to action.	Omits most or all required elements, failing to express interest, summarize value, invite next steps, or thank the reader.
Professional Closing Signature	Uses an appropriate professional closing (e.g., Sincerely, Best regards, Respectfully) followed by the applicant's name, with optional contact information included beneath.	Includes a closing and name, but the closing is somewhat informal, inconsistent, or not fully aligned with professional standards.	Uses an inappropriate or missing closing, does not include the applicant's name, or otherwise fails to meet basic professional-closing conventions.