Career Services Cover Letter / Rubric

Always include a cover letter with your application! A cover letter is used to introduce yourself and your résumé. It is an opportunity to explain your interests and abilities and how they relate to the desired job. Focus on highlighting your best selling points, not repeating your whole résumé. Search the internet for sample cover letters for various positions/situations.

Your Name
Phone ◆ E-Mail

Contact info should be in header, right justified, or centered to match your résumé.

Date (e.g. September 20, 2017)

Name of Person (if known) or Hiring Manager
Company Name
Street Address
City, State Zip

Dear Mr. or Ms. <Name> or if name not known use Dear Hiring Manager:

Verify your phone number is correct, your bill is current, and your voice mail is not full. Be sure your voice mail message is professional.

The first paragraph should discuss what position you are applying for, how you heard about it, and why you are interested in it. (State personal connections if any; know manager, current employee, etc. Mention why you want to work for this organization. **DO YOUR RESEARCH.**)
I learned of the posting for a Customer Service Representative with your organization in the Career Services Center at Paradise Valley Community College. My research shows that *XYZ Company* utilizes a customer-focused attitude at all levels of the company, which has contributed to its recent success. I have experienced firsthand what it feels like to be a valued customer of *XYZ Company*. My education and my service orientation make me an excellent candidate to help *XYZ Company* honor its commitment of providing exemplary customer service.

Always use size 10-12 Arial or Times New Roman font!

The second paragraph explains how your experience and skills fit the position. (Be careful not to recite your entire resume)
During the last five years, I worked as a customer care professional for *ABC Company*. In this role, I established and maintained positive customer relationships that improved the percentage of repeat business and increased new business by way of existing customer recommendations. I understand that your opening includes responsibilities for addressing customer concerns in a timely fashion and performing follow up contact to ensure a positive overall customer experience. I have been recognized multiple times for consistently exceeding customer satisfaction targets.

The third paragraph wraps it up by stating, "résumé enclosed" and thanks the reader for their time and consideration.
For your examination, I have enclosed my résumé for your review. I look forward for a meeting to discuss how my education, experience, and skills may be of mutual benefit. Thank you for your time and consideration.

The Cover Letter should be balanced on the page – same amount of white space on the top and the bottom.

Sincerely,

Need 4 spaces for signature

Your first and last name

Enclosure: Résumé

1″ 1″ 1″ 1″

Career Services Cover Letter Rubric

Career Services evaluates Cover Letters using the following criteria:

		USE AIDA Model A. Attention I. Interest D. Desire A. Action	Excellent (90 – 100) Cover Letter should effectively introduce you to the employer as a viable candidate	Well Done (80– 89) Cover Letter could introduce you to the employer as a potential candidate (Borderline case.)	Meets Standards (70-79) Cover Letter is average, needs improvement to rise to the "top of the stack."	Needs Improvement (69 and below) Cover Letter is ineffective and will result in your resume being discarded
FORMAT		**Overall Appearance** **Not scored**	• Uses size 10 or 12 font • Uses Arial or Times New Roman • Cover Letter fits the page but is not overcrowded • This Cover Letter can be easily scanned and read • Does not exceed 1 page	This Cover Letter almost fills the page but has some uneven white space.	The font and spacing of this Cover Letter are not appealing and easily scanned or read.	This Cover Letter is either one-half page or 2-3 pages long. There is more white space than words on the page.
		ORGANIZATION **20pts.**	**Format contains:** • Personal Information (Name, Phone, Email) • Employer contact name (HR Professional/Hiring Manager if not known) • Employer address information • Salutation and closing • Standard business letter,(block style recommended) 3 paragraphs, single-spaced, 1" margins all around, entire document centered on page 18-20 pts	Format contains 4 of 5 criteria. 16 to 17 pts	Format contains 3 of 4 criteria. 14-15 pts	Format contains minimal information. Cover Letter is written in first person (used I, me or my) 13 or less pts
		MECHANICS **35 pts.**	There are no grammar or spelling errors 31.5 to 35 pts	There may be a single spelling/grammar error here. 28 to 31.4 pts	There are multiple spelling/grammar errors. 24.5 to 27 pts	There are multiple spelling/grammar errors. 24 or less pts
Content (45 pts.)		**1st Paragraph** **10 pts.** **Create Attention (Introduction/Purpose)**	This first paragraph discusses what position you are applying for, how you heard about it, why you are interested in it and demonstrates the value that you can bring to the organization It identifies any personal connections that you have with the company (know manager, employee etc.) It illustrates that you have researched the company and have an understanding of their business 10 pts	This paragraph is organized and easy to read. This paragraph is missing 1 or 2 elements (i.e. position applying for, referral, research, etc) 6-8 pts	This paragraph is not well organized. Multiple components are missing from this paragraph 3-5 pts	This paragraph is missing the most crucial information. This paragraph does not introduce you as a candidate, name the position applying for, indicate where you heard of posting, why you are interested 2 or less pts
		2nd Paragraph **20 pts.** **Create Interest and Desire (Sell yourself)**	This paragraph is well defined, and information relates to the position being applied for This paragraph explains how your experience and skills fit the position This paragraph describes how your accomplishments can benefit the company This paragraph does not recite or re-state your entire resume 10 pts	This paragraph is organized and easy to read This paragraph contains most of the elements required 6-8 pts	This paragraph is not well organized. Multiple components are missing from this paragraph The information provided is not relevant to the position being applied for 3-5 pts	This paragraph is missing the most crucial information This paragraph contains irrelevant information that does not correlate with the position This paragraph re-states the resume 2 or less pts
		3rd Paragraph **15 pts.** **Call for Action**	This paragraph summarizes your introduction as a candidate. This paragraphs thanks the employer for their time and consideration This paragraph states how you will follow up with the employer and when 10 pts	This paragraph is organized and sounds sincere This paragraph contains most of the elements required 6-8 pts	This paragraph is not well organized. Multiple components are missing from this paragraph This paragraph sounds phony 3-5 pts	This paragraph sounds insincere This paragraph does not advise the employer that you will follow up or when This paragraph does not express gratitude to the employer 2 or less pts

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Career Services

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MARICOPA COMMUNITY COLLEGES