

# Cover Letter & Résumé Portfolio: Grading Rubric and Task Sheet

**Task (100 points):** For this portfolio, you will engage a professional audience by writing

1. a top-notch cover letter,
2. a killer résumé,
3. a professional interview thank you letter,
4. and a respectful request for letter email—

all for a job you anticipate applying for (this means it must be a real job). Follow the guidelines on BYU's University and Career Services Website ([ucs.byu.edu](http://ucs.byu.edu)). I will evaluate this portfolio according to the following criteria:

## Cover Letter

### 1. Audience Appropriateness

- The letter is written in a clear, concise style that meets the needs of the writer's audience.
- The letter demonstrates the writer's awareness of his/her rhetorical situation.
- The essay makes effective ethical, logical, and emotional appeals, and supports claims with appropriate and convincing evidence.
- The letter reflects the qualifications listed on the published job description.

### 2. Organization

- The letter is unified and coherent.

### 3. Voice

- The writer's voice is effective in terms of his/her purpose and audience.

### 4. Word Choice and Sentence Fluency

- The writer's vocabulary is appropriate for the subject and audience, demonstrating a mastery of terms associated with the issue at hand.
- The diction is clear, concise, and precise.
- Sentence length and structure are varied, giving an easy, flowing rhythm.
- Sentences avoid vague, wordy, or obscure construction.

### 5. Conventions

- The letter is correctly formatted.
- The letter uses consistent address, email, and phone number formats (i.e., UT or Utah).
- Punctuation, grammar, spelling, and usage adhere to the highest standards of edited American English.

## Résumé

### 1. Audience Appropriateness

- The information provided is gauged to the writer's particular audience.

**2. Organization**

- The writer puts the most important and pertinent information first.
- The writer puts education and experiences in reverse chronological order.
- The information is organized in a consistent manner (i.e., if you list your job title, location, and years in a certain order, you maintain that order throughout).

**3. Design**

- The résumé's design increases its accessibility.
- The design is clean, and the page is not overburdened by text.
- The writer uses consistent heading, sub-heading, etc. fonts to clarify the organization.

# Cover Letter & Résumé Portfolio: Activity Packet

## Cover Letter and Résumé Activity 1: Preparing to Write by Reading

Read “Writing a Résumé” and “Cover Letters” on the University Career Services website.

- Go to the University Career Services website (ucs.byu.edu).
- Click on the “Students” tab.
  - Click on “Writing a Résumé” and read it.
  - Click on “Cover Letters” and read it.

## Cover Letter and Résumé Activity 2: Evaluating Cover Letters

After reading the handouts, carefully read the four sample cover letters in this packet. Notice their format, content, and sentence structure. On another piece of paper, write (or type) your responses to the following criteria (for all four cover letters):

- a) Is this a good or bad cover letter?
- b) List four very specific reasons why the cover letter is good or bad.

(Note: you may find both good and bad aspects in these letters). Here’s an example of vague vs. specific critique: “The format isn’t correct” (vague) vs. “The paragraphs are indented when they should be in a block format” (specific.)

Bring your responses to class for discussion. Turn in with your portfolio.

## Cover Letter and Résumé Activity 3: Cover Letter and Résumé Zero Drafts (1–2 hours)

Write zero drafts of your Cover Letter and Résumé.

Get everything down on paper and bring hard copies to class. (Refer to Trimble if you can’t remember what a zero draft is.)

## Cover Letter and Résumé Activity 4: Cover Letter and Résumé First Drafts (1–2 hours)

Write full, complete and beautiful *first drafts* of your Cover Letter and Résumé. Remember, this should be your best work before going to outside help.

Bring a hard copy of *each* to use in class. You *must* have hard copies in class to exchange!

## Cover Letter and Résumé Activity 5: Email request

1. Write an email requesting a letter of recommendation. Bring a hard copy to class.
2. Continue to polish your Cover Letter and Résumé.

**Cover Letter and Résumé Activity 6:** Thank you letter

1. Write a follow-up thank you letter from your interview. Bring a hard copy to class.
2. Continue to polish your Cover Letter and Résumé and Email.

**Cover Letter and Résumé Activity 7:** Editing (in class)

You will receive instructions in class.

**Final Cover Letter and Résumé Portfolio**

Turn in beautiful **final drafts** of your

- Cover Letter
- Résumé
- Thank you Letter
- Email
- And all first draft and homework activities in a pocket folder

These are due at the beginning of class (sharp!).

Be sure to print on **high quality paper**:

- **USE WHITE HEAVY BOND**
- **NO CARD STOCK**
- **NO CREAM**
- **NO BEIGE**