







7.2 Cover Letter Assessment

Value	Evidence and Timeline
 Excellent	<input type="checkbox"/> You provide <i>detailed</i> information. <input type="checkbox"/> You organize information <i>effectively</i> . <input type="checkbox"/> You control tone through <i>deliberate</i> choices of words and sentences . <input type="checkbox"/> You use business letter form <i>precisely</i> with no errors in mechanics.
 Proficient	<input checked="" type="checkbox"/> You provide <i>relevant</i> information. <input checked="" type="checkbox"/> You organize information <i>efficiently</i> . <input checked="" type="checkbox"/> You control tone through <i>appropriate</i> choices of words and sentences . <input checked="" type="checkbox"/> You use business letter form <i>accurately</i> with <i>minor errors</i> in mechanics.
 Satisfactory	<input type="checkbox"/> You provide <i>adequate</i> information. <input type="checkbox"/> You organize information <i>appropriately</i> . <input type="checkbox"/> You control tone through <i>consistent</i> choices of words and sentences . <input type="checkbox"/> You use business letter form and mechanics with <i>minor errors</i> in each.
 Limited	<input type="checkbox"/> You provide <i>insufficient</i> information. <input type="checkbox"/> You organize information <i>haphazardly</i> . <input type="checkbox"/> You <i>do not</i> control tone through choices of words and sentences . <input type="checkbox"/> You use business letter form and mechanics with <i>major errors</i> in each.
 Resubmission Needed	<p>Your response does not meet expectations for the assignment. Contact your teacher to discuss suggestions for improvement and resubmission of your work.</p>
TOTAL: 12/15 = 80%	
 Assessment	<p>Areas of strength: Tyrone, I was impressed with your Strikingly career profile—I may even do the same, myself! Your cover letter and résumé are well on track, and after you make the adjustments to your cover letter, you will be well-prepared for other jobs in the future. Good luck at Panago, and congratulations!</p> <p>Might I suggest . . . I suggest strongly that you alter your Strikingly account so you have only one point of contact that you can control easily. This means that you should consider taking down your home address, your phone number, or any other information you would not want someone to use to locate you or that you would not be comfortable being asked about by a stranger. In response to your cover letter, I mentioned wordiness. Adding meaning and forcefulness to what you say is effective, but avoid being excessive or padding (embellishing) your qualities.</p>