

Speaking to the Audience

Topic	Unacceptable	Average	Excellent
Strengths	<input type="checkbox"/> Content highlights applicant's shortcomings more than strengths	<input type="checkbox"/> Highlighted in skills, knowledge, experiences, and education without details relevant to employer	<input type="checkbox"/> Highlighted in skills, knowledge, experiences, and education with details relevant to employer
Motivation	<input type="checkbox"/> No mention	<input type="checkbox"/> Described in direct language without detailed examples to support	<input type="checkbox"/> Shown through in-depth experience, multiple relevant experiences, or a long time in the field <input type="checkbox"/> Convey dedication or strong interest
Fit	<input type="checkbox"/> No details are relevant to employer or opportunity	<input type="checkbox"/> Some details relevant to employer and opportunity	<input type="checkbox"/> Many details relevant to employer and opportunity
Vocabulary	<input type="checkbox"/> No industry-specific language <input type="checkbox"/> Includes no keywords <input type="checkbox"/> Uses unclear terms or undefined acronyms <input type="checkbox"/> Contains information the employer would not understand	<input type="checkbox"/> Limited use of industry-specific language <input type="checkbox"/> Includes some keywords <input type="checkbox"/> Mostly uses clear terms and acronyms <input type="checkbox"/> Contains some details the employer may not appreciate	<input type="checkbox"/> Language specific to the industry <input type="checkbox"/> Includes important keywords <input type="checkbox"/> All terms are clear and unknown acronyms are defined <input type="checkbox"/> Experiences are described in ways that the employer can understand the work performed or skills utilized
Tone	<input type="checkbox"/> Reads too informally or unprofessionally <input type="checkbox"/> Does not include details that the company values	<input type="checkbox"/> Mostly professional with some informal language <input type="checkbox"/> Include some details that the company values mixed in with irrelevant details	<input type="checkbox"/> Sets appropriate level of professionalism <input type="checkbox"/> Includes details that company values (outcomes, numbers/quantifiable results, mission, etc.)

Accomplishment Statements

Topic	Unacceptable	Average	Excellent
Verbs	<ul style="list-style-type: none"> <input type="checkbox"/> Does not start with a verb <input type="checkbox"/> Verb is not valued by employer <input type="checkbox"/> Statement does not convey action or achievement <input type="checkbox"/> Statement describes work completed without you 	<ul style="list-style-type: none"> <input type="checkbox"/> Start with a verb and all are in past tense <input type="checkbox"/> Verb is not strong but valued by employer <input type="checkbox"/> Action is not in the verb, but rather inside the statement <input type="checkbox"/> Statement is more about a group than you as an individual 	<ul style="list-style-type: none"> <input type="checkbox"/> Start with a verb in tense matching dates of experience <input type="checkbox"/> Verb is strong and valued by employer <input type="checkbox"/> Action is in the verb and not inside the statement <input type="checkbox"/> You are the center of the action in the statement
Task	<ul style="list-style-type: none"> <input type="checkbox"/> Employer has a difficult time understanding what was done 	<ul style="list-style-type: none"> <input type="checkbox"/> Described with some irrelevant details 	<ul style="list-style-type: none"> <input type="checkbox"/> Described with relevant details
Results	<ul style="list-style-type: none"> <input type="checkbox"/> No results stated 	<ul style="list-style-type: none"> <input type="checkbox"/> Results stated, but not connected to opportunity 	<ul style="list-style-type: none"> <input type="checkbox"/> Connected to opportunity
Content	<ul style="list-style-type: none"> <input type="checkbox"/> Information is vague or does not relate to the intended position <input type="checkbox"/> Repeats specific wording multiple times <input type="checkbox"/> Skills are too generic or not mentioned 	<ul style="list-style-type: none"> <input type="checkbox"/> Some information does not relate to the position <input type="checkbox"/> Some repetition of wording <input type="checkbox"/> Skills are described, though not always in ways the employer will appreciate 	<ul style="list-style-type: none"> <input type="checkbox"/> Information relates to intended position and matches opportunity description <input type="checkbox"/> Uses a variety of ways to describe experiences <input type="checkbox"/> Skills are described in ways that make them relevant to the opportunity

Structure

Topic	Unacceptable	Average	Excellent
Contact Information	<ul style="list-style-type: none"> <input type="checkbox"/> Not at the top <input type="checkbox"/> No name, no contact information, and/or unprofessional e-mail <input type="checkbox"/> Name is not easily visible at a glance 	<ul style="list-style-type: none"> <input type="checkbox"/> At the top of resume <input type="checkbox"/> Includes name, professional e-mail, and phone <input type="checkbox"/> Name is visible but does not stand out (same font size as the rest of the document) 	<ul style="list-style-type: none"> <input type="checkbox"/> At the top of resume <input type="checkbox"/> Includes name, professional e-mail, and phone <input type="checkbox"/> Can also include mailing address, website, social media accounts <input type="checkbox"/> Name is in larger text and easy to read
Order of Sections	<ul style="list-style-type: none"> <input type="checkbox"/> Sections are unordered or the least important information is near the top of the document 	<ul style="list-style-type: none"> <input type="checkbox"/> Sections may need to be structured differently to be more effective 	<ul style="list-style-type: none"> <input type="checkbox"/> Reflects how important that experience is to the opportunity (sections in order of most important to least important)
Education Section	<ul style="list-style-type: none"> <input type="checkbox"/> Section omitted or unclear <input type="checkbox"/> Name of institution and dates omitted <input type="checkbox"/> Additional information listed but is not relevant to the opportunity 	<ul style="list-style-type: none"> <input type="checkbox"/> Official degree names of post-secondary education <input type="checkbox"/> Name of institution shown, but not dates <input type="checkbox"/> Additional information listed and relevant, but is not strong (low GPA, etc.) 	<ul style="list-style-type: none"> <input type="checkbox"/> Official degree names of post-secondary education <input type="checkbox"/> Name of institution and dates attended shown <input type="checkbox"/> Additional information (minors, certificates, relevant coursework, study abroad, GPA, standardized test scores, etc.) only listed if relevant
Experience Sections	<ul style="list-style-type: none"> <input type="checkbox"/> No title sections or they don't reflect the experiences described <input type="checkbox"/> Experiences do not include a position title or dates <input type="checkbox"/> Experiences are listed randomly or in chronological order <input type="checkbox"/> Accomplishment statements as text-heavy paragraphs <input type="checkbox"/> Other listed sections are not clear or misleading 	<ul style="list-style-type: none"> <input type="checkbox"/> Titles of sections are generic or not tailored to employer <input type="checkbox"/> Each experience includes a position title and dates <input type="checkbox"/> Experiences are in reverse chronological order <input type="checkbox"/> Accomplishment statements as bulleted lists but in no particular order <input type="checkbox"/> Other listed sections are included but are not relevant to the opportunity 	<ul style="list-style-type: none"> <input type="checkbox"/> Titles of sections are specific to content and put the most relevant experiences at the top of the document <input type="checkbox"/> Each experience includes a position title and dates of involvement <input type="checkbox"/> Experiences in reverse chronological order <input type="checkbox"/> Accomplishment statements as bulleted lists in order of most to least relevant to employer <input type="checkbox"/> Other listed sections (skills, interests, awards, service, etc.) are included with a purpose and include relevant details

Formatting

Topic	Unacceptable	Average	Excellent
Length	<input type="checkbox"/> Much shorter or longer than page requirements	<input type="checkbox"/> Slightly longer than requirements	<input type="checkbox"/> Fits page requirements
Appearance	<input type="checkbox"/> Text is difficult to read <input type="checkbox"/> Text is too sparse or overwhelmingly dense <input type="checkbox"/> Margins uneven <input type="checkbox"/> Information is hard to find <input type="checkbox"/> Formatting choices distract from content	<input type="checkbox"/> Font distracts from readability <input type="checkbox"/> Uneven white space that could be used for content <input type="checkbox"/> Margins too wide or too small <input type="checkbox"/> Information is relatively easy to find <input type="checkbox"/> Formatting makes content easy to read	<input type="checkbox"/> Font is readable and aesthetically pleasing <input type="checkbox"/> Text and white space balanced <input type="checkbox"/> Margins between 0.5" and 1" <input type="checkbox"/> Information is easy to find <input type="checkbox"/> Formatting makes content easy to read
Electronic File	<input type="checkbox"/> Filename does not contain your last name <input type="checkbox"/> File type not usable by employer	<input type="checkbox"/> Filename contains your last name <input type="checkbox"/> File type is less often used but manageable (doc/docx)	<input type="checkbox"/> Filename contains your last name <input type="checkbox"/> File type is regularly used by industry (often pdf)
Consistency	<input type="checkbox"/> Spelling or grammar errors are widespread enough to be distracting <input type="checkbox"/> Positioning of information, spaces, text formatting appear haphazard <input type="checkbox"/> If using a second page, it is labeled with another person's information	<input type="checkbox"/> 1 spelling or grammar error <input type="checkbox"/> Positioning of information, spaces, text formatting are mostly consistent <input type="checkbox"/> If using a second page, it is unlabeled	<input type="checkbox"/> No spelling or grammar errors <input type="checkbox"/> Positioning of information, spaces, text formatting are consistent throughout the document <input type="checkbox"/> If using a second page, it is labeled with your last name and "Page 2"
Creativity	<input type="checkbox"/> Creative elements detract from important messages	<input type="checkbox"/> If valued by employer, minimal elements are included	<input type="checkbox"/> If valued by employer, demonstrated through design elements and style

Drawing on rubrics from Oklahoma State University College of Education (EDUC 1111), NACE, Hanover College, Ferris State University, Kansas State University – Salina, SUNY – Oneata, and Amherst