**ELA 20 Letter of Application (process, instructions) – Specific Criteria Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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|  |  | **20** | **15** | **10** | **5** |
| **Message/ Meaning** | **Relevant, logical details** | You have shared engaging and thorough details that are clearly tailored to the position and advertisement. You confidently analyzed your strengths and shared unique content from your résumé. Your details create a strong sense of unity and coherence about your qualifications. You carefully choose which details to share in order to support your message and create emphasis that is engaging. | You independently use relevant, logical details to support your message, which are tailored to the position and advertisement. You have shared your strengths and important information from your résumé. Your details have supported unity, coherence and appropriate emphasis. | With help, you provided some details tailored to the position and advertisement. How can you build on your ideas to make your application letter be more substantial? How can you ensure your details are related to support unity and coherence, while still placing emphasis on important aspects of your qualifications? Keep working on this balance. | You are having trouble providing enough details to support your message. Consider the position and advertisement. How can you give substance to your letter and convince people to read your résumé? How can you share your strengths? What are the most important parts? Spend more time in the pre-writing stage. |
| **Style and voice** | The style and voice of your text was carefully considered and developed to engage your intended audience and purpose. You have maintained a confident, formal and respectful tone, while still communicating enthusiasm for the position. | The style and voice of your text suit your intended audience and purpose. Your tone is confident, formal and respectful. | With help you create a text with a style and voice that suit your intended audience and purpose. Working on making these decisions on your own. | With much help you create a text with a style and voice that somewhat suits your intended audience and purpose. As you work on your writing, check with others to be sure it is making sense. What is the appropriate tone for a letter of application? |
| **Organization** | **Engaging introduction** | Your introduction contains the purpose of the letter and your qualification for the position. You have skillfully engaged the reader immediately and instilled confidence in your abilities right from the start! | Your introduction contains the purpose of your letter and your qualifications for the position. | You needed help in deciding how to introduce your topic. Before you begin to construct your writing, think about what you really want to say and how to say it in an interesting way. Remember to really capture the reader with a summary of qualifications you will be sharing. | You had some trouble introducing yourself and engaging your audience. What is your message? Who is your audience? How can you hook your audience into wanting to read more about you? |
| **Appropriate body** | You have included qualifications, experiences and evidence and have done so in an engaging manner. You have the right balance of information; neither too much nor too little. | You have included appropriate qualifications, experiences and you support your statements with evidence. | With help, you have included the essential information. Now consider how to make it more engaging and be sure you have offered complete support for your statements through descriptions of experiences. | You are having trouble with the essential information. Remember, the purpose of the letter is to outline your strengths and make the reader want to open your résumé and eventually hire you. Look at examples. |
| **Appropriate closing** | Your closing contains the appropriate information and leaves the reader convinced that you are the one for the job. | Your closing contains mention of your résumé, expresses interest in an interview and establishes a final reminder of who you are. | Your closing contains most of the important information. Be sure you have reviewed the essential components and think a little more about the impression you’d like to leave. | You are having trouble with your closing. Review the essential components of a closing and ensure you have them in your letter. Ask for help if you need it. |

Feedback: