**Rating-scale for application forms**

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| An impressive application letter:  **Content:**   * addresses the question and includes only relevant information * shows that the candidate meets the required criteria for the position * provides specific evidence when relevant * applies the STAR (Situation, Task, Achievement and Results) technique   when relevant   * shows that the candidate has sound information about the program, course, company, etc.\*   **Language:**   * includes action/ power words * does not include too many “I’s” * is 100% error free (grammar, vocabulary, spelling) * sticks to the word limit | **5-star performance** |
| A satisfactory application letter   * has almost all the qualities of an impressive application letter. * is in need of stylistic improvement. That is, there is need to work on action words and I’s | **4-star performance** |
| A mediocre application letter   * partially meets some of the expected qualities, but still provides sufficient information to evaluate the skills/ motivation of the candidate * may include language mistakes that are likely to be made by international speakers’ of English | **\*\*Borderline performance** |
| An unsatisfactory application letter   * partially meets some of the expected qualities providing little information to evaluate the skills/ motivation of the candidate * may include language mistakes that indicate poor language skills and/or lack of careful proofreading. | **Failing performance** |
| A reject file application letter   * has very few of the expected qualities and creates the impression that the candidate has not made enough effort or lacks the capacity to answer the question. | **Failing performance** |

\* this is mostly relevant to motivational questions.

\*\* In real life, it is very likely that such an application form will dramatically decrease the likelihood that the candidate will proceed to the next stage in application.