**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.