

PROFESSIONAL BRAND RUBRIC

	1 - Beginner	2 - Intermediate	3 - Advanced	Level	Comments
Expertise	Does not mention or provides a limited description of the degree of knowledge or interest in a subject matter or major. Does not specify areas of interest or exploration within the subject matter or major. Example: <i>I study at Cal State LA.</i>	Provides a description of the degree of knowledge or interest in a subject matter or major. Does not specify areas of interest or exploration within the subject matter or major. Example: <i>I'm a senior in Environmental Science.</i>	Provides a description of the degree of knowledge in an area of study and a couple of areas of interest within the field. Example: <i>I'm a senior studying Environmental Science with an interest in Watershed Analysis and Hydrogeology.</i>		
Contribution	Does not or vaguely identifies a client or industry of interest that you can help. May state personal goals that highlight self-gain. Example: <i>I'm looking for anything in government or any sort of organization that would help me gain experience.</i>	Identifies a client or company in industry of interest that you can help. Does not directly describe how they can help them. Example: <i>I can help local and state governments and non-profit organizations because I have experience in supporting climate change and advocating for the wellness of the coastlines.</i>	Specifically identifies how you can help by highlighting relevant skills and experiences. Provides a more specific company or client you can help. Example: <i>I became interested in these areas when I researched water conservation strategies for a local watershed council to support water quality and habits. I hope to continue this work by helping environmental non-profits review water quality projects or educate businesses in forming habits that are environmentally friendly.</i>		
Uniqueness	Includes few or no skills or qualities. Skills or qualities may also not be work-related. Description is general and does not relate or connect to the major of interest. Example: <i>I'm a hard worker and dedicated. I worked as a student on campus, which helped me to build my communication skills.</i>	Contains work-related characteristics and connects them to needs related to the field. The connection may be general and not specifically defined. Does not provide evidence or provides non-specific evidence of possessing these skills. Example: <i>I have strong communication skills that can help me talk to people about challenging issues.</i>	Contains work-related characteristics with examples relevant to the field and showcases related accomplishments. Example: <i>My skills in research and analysis have helped me draft policies to advocate for water and coastline preservation. I developed an initiative for repopulating the coastal flora and a campaign to lobby the state government.</i>		
Invitation	Describes what you seek. Does not provide or vaguely mentions something about the target company or client. Action statement may not ask for action. Example: <i>I hope to use my growing skills at your company and I look forward to hearing your response.</i>	Vaguely mentions something about the target company or client needs or opportunities of interest. Describes how the company or opportunity would benefit you. Invitation statement may not ask for action. Example: <i>Your website said you have an internship, which would be a perfect application of my skills. I'd love to know how I could get involved.</i>	Mentions the target company or client needs or opportunities of interest. Describes how you can help others. Action statement asks for action. Example: <i>I'm currently seeking an internship, volunteer opportunity, or a career conversation with organizations working to combat climate change. Please connect with me so we can discuss how I can support your efforts.</i>		
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