

## LinkedIn Grading Rubric – Verto Education

Criteria	Not Meeting Expectations (0)	Approaching Expectations (1)	Meeting Expectations (2)	Exceeding Expectations (3)
<b>Headline</b>	- No headline listed	- Headline is the student's current title (i.e. "Student at Verto Education")	- Headline explains the value the student creates for companies in a straight-forward way (i.e. "Aspiring Nurse")	- Headline is unique, memorable, and conveys the student's brand
<b>Summary (can include the content from your Why Statement)</b>	- No summary listed	- Summary less one paragraph - Summary includes clichés such as "team player", "hard worker" - Several grammatical errors - Not supported by examples	- Summary is at least six sentences - Avoids clichés such as "team player" - Few grammatical errors - Supported by an example of relevant work experience	- No clichés or grammatical errors - Supported by examples of relevant work experience - makes compelling case for why student is a great hire
<b>Experience</b>	- No experience listed	- Experience is limited to job titles (no descriptions) - Only current experience is listed or mistakes in profile	- Experience includes a short description of the role, inc. internship - Current and most recent experience is listed	- Experience includes a full, compelling description of each role, including internship - All relevant experiences are listed
<b>Skills and Expertise</b>	- No skills or expertise listed	- 1-2 skills listed - Skills are not fully consistent with student's brand	- 3-5 skills listed - Skills are consistent with student's brand	- 6 or more skills listed - Skills are consistent with student's brand
<b>Education</b>	- No education listed	- Verto Education is missing in the profile - No details provided - Mistakes in profile	- Verto Education is listed in the profile - Basic details are included (dates attended, degrees or concentrations pursued)	- Verto Education is listed in the profile - Degrees, dates attended, activities, and awards included
<b>Recommendations</b>	- No recommendations	- 1 recommendation (advisor, teacher, supervisor) or 7-Second Resume	- 2 recommendations or 7-Second Resume (counts as 1 recommendation)	- 3 recommendations or 7-Second Resume (counts as 1 recommendation)
<b>Connections</b>	- < 5 connections	- < 10 connections made	- 11-24 connections made	- 25+ connections made
<b>Volunteer Experience</b>	- No key volunteer experience listed	- Experience is limited to job titles (no descriptions) - Mistakes in profile	- Experience includes a short description of the role	- Experience includes a full, compelling description of each role, and the impact you made
<b>Picture</b>	- No picture displayed on the profile	- Picture extends beyond a close up shot of the head - "Look" of picture is casual (clothing, background) - Picture is emotionless - Photo includes others	- Picture is a close up shot of the head only - "Look" of the picture is professional (clothing, background, expression) - Picture conveys warmth and friendliness	
<b>Groups</b>	- No groups joined	- Joined the Verto Group	- Joined the Verto group - Following two other possible employers	
Comments:				
<b>TOTAL POINTS (28 points maximum, 20 to pass.</b>				