

OPCD LinkedIn Rubric

| | Competitive | Satisfactory | Needs Improvement | Comments |
|---------------------------------------|--|---|---|-----------------|
| Picture | Professional picture Appropriate background Attire appropriate for field | Professional appearance, but background less than ideal Professional appearance, but attire not professional | No picture or unprofessional | |
| Headline | Emphasizes skills developed in previous roles Articulates industry or professional goal | Combination of job title and relevant skills May reference industry or professional goal | Job Title Only | |
| Summary | Clear description of skills and abilities Strengths and/or accomplishments highlighted clearly and effectively Keywords, relevant to target industry, used in summary section | Description of skills and achievements included, but too long or too short to be useful | No summary | |
| Experience | Relevant skills, responsibilities, or achievements highlighted in experience section, similar to bullet points on resume Descriptions are without typos Descriptions use keywords and language this is relevant to target industry | Description of skills, responsibilities, or achievements but... Gaps in information Typos in descriptions | No description of skills, responsibilities, or achievements | |
| Education | Clear listing of all undergraduate and graduate schools attended Areas of academic focus included, if relevant to target industries | Undergraduate and/or graduate school listed but, errors in spelling or errors in identifying majors and/or minors | Undergraduate and/or graduate school not mentioned | |
| Skills and Recommendations | Skills listed are relevant to target industry Skills are referenced elsewhere in profile Skills are endorsed by others Recommendations are visible | Skills listed, but not relevant to target industries Recommendations are visible, but not relevant for target industries | No skills listed in the skill section No recommendations | |

For more information make an appointment with Brian Mendenhall in Handshake or call 758-5902 to schedule.