Customer Service

*Journal Assessment Rubric*

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|  | Excellent (4) | Good (3) | Fair (2) | Poor (1) |
| Student displays conceptual understanding. | The student understands the concept and importance of customer service. | The student somewhat understands the concept and importance of customer service. | Student understanding is spotty or unclear; the student partially grasps the concept and importance of customer service. | The student does not demonstrate a conceptual understanding. |
| Written ideas are fully formed. | Ideas within the journal are developed and clear to the reader. | Ideas within the journal are somewhat developed and clear to the reader. | Ideas within the journal are incomplete or unclear to the reader. | Ideas within the journal are not developed. |
| Writing is organized and clear. | Student journal is organized in paragraphs and clearly conveys all ideas. | Student journal is somewhat organized in paragraphs and conveys most ideas. | Student journal requires additional organization and attention to detail. | Student journal is not organized and does not convey ideas. |
| Student uses good vocabulary and language choices. | Choice of vocabulary is specific, professional, and appropriate to the audience (teacher).  | Choice of vocabulary is somewhat specific, professional, and appropriate to the audience (teacher).  | Choice of vocabulary needs to be improved so that it is specific, professional, and appropriate to the audience (teacher). Some slang or simplistic words should be replaced. | Choice of vocabulary is not specific, professional, and appropriate to the audience (teacher). Slang or simplistic words replace those that would better convey student ideas. |
| Student attends to grammar, spelling, capitalization, and punctuation. | There are no grammar, spelling, capitalization, or punctuation errors. | There is one grammar, spelling, capitalization, or punctuation error. | There are two grammar, spelling, capitalization, or punctuation errors. | There are more than two grammar, spelling, capitalization, or punctuation errors. |