

Rubric for Client Satisfaction Survey

Task Description: Individually, develop a client survey by identifying five to seven questions to meet the needs of the business. Your survey may be in the form of:

- Multiple choice questions
- Rating scale
- Comment/Essay box questions
- Demographic questions

Criteria	weight	Exemplary 4 Yes	Accomplished 3 Yes, but	Developing 2 No, but	Beginning 1 No
Content of Survey Questions	25%	<input type="checkbox"/> Accurate <input type="checkbox"/> Organized <input type="checkbox"/> Fully understands topic	<input type="checkbox"/> Mostly accurate <input type="checkbox"/> Mostly organized <input type="checkbox"/> Understands topic	<input type="checkbox"/> Partially accurate <input type="checkbox"/> Partially organized <input type="checkbox"/> Fair understanding	<input type="checkbox"/> Inaccurate <input type="checkbox"/> Unorganized <input type="checkbox"/> Does not understand
Organization	25%	<input type="checkbox"/> Good organization; points are logically ordered; sharp sense of beginning and end	<input type="checkbox"/> Organized; points are somewhat jumpy; sense of beginning and ending	<input type="checkbox"/> Some organization; points jump around; beginning and ending are unclear	<input type="checkbox"/> Poorly organized; no logical progression; beginning and ending are vague
Coverage of Survey	25%	<input type="checkbox"/> In-depth coverage of survey (5-7 questions) <input type="checkbox"/> Thoughtful analysis of survey	<input type="checkbox"/> Displays an understanding of survey (3-4 questions) <input type="checkbox"/> Basis analysis of survey	<input type="checkbox"/> Little understanding of survey (2 questions) <input type="checkbox"/> Minimal or general analysis of survey	<input type="checkbox"/> No understanding of survey (1 question) <input type="checkbox"/> Analysis vague or not evident
Grammar, Usage, Mechanics, Spelling	25%	<input type="checkbox"/> No errors	<input type="checkbox"/> Only one or two errors	<input type="checkbox"/> More than two errors	<input type="checkbox"/> Numerous errors distract from understanding

Assignment Score _____ + Beyond/Bonus _____ = Final Score _____