

**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Employability Skills Area: Customer Service**

**Assignment Name: Current Event Article Summary**

Current Event Article Summary

**Directions**: Visit the following website: <http://www.customerservicemanager.com/customer-service-articles.htm>. Pick one of the articles relating to customer service. Type a report in three 100 word paragraphs summarizing the article. The last paragraph should include your personal reflection of the article and why you think customer service is or is not an important aspect of all businesses. Be sure to cite your article at the bottom of your paper. See grading rubric below.

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| CATEGORY | **4 - Above Standards** | **3 - Meets Standards** | **2 - Approaching Standards** | **1 - Below Standards** |
| **Introduction** | The introduction has a strong hook or attention. This could be a strong concept sentence, a relevant quotation, statistic, or question addressed to the reader. | The introduction has a hook or attention grabber. Includes a good concept sentence and/or interesting quote. | The author has a weak introductory paragraph, the connection to the topic is not clear. Paragraph includes a weak concept sentence or quote. | The introductory paragraph is not interesting AND is not relevant to the topic. No concept sentence or quote. |
| **Quotes and Concept Words** | All of the examples are specific, relevant and full explanations are given. | Most of the evidence and examples are specific, relevant and explanations are given. | Some of the pieces of evidence and examples are relevant and include an explanation. | Evidence and examples are NOT relevant AND/OR most are not explained. |
| **5 W's** | All supportive facts and statistics are reported accurately. Article is fully explained and summarized in own words. | Almost all supportive facts and statistics are reported accurately. Article is mostly explained and summarized in own words. | Some supportive facts and statistics are reported accurately. Weak explanation and summary that is partially plagiarized. | Most supportive facts and statistics were inaccurately reported. Article is poorly explained and summary is mostly plagiarized. |
| **Grammar & Spelling** | Author makes no errors in grammar, sentence structure, or spelling that distract the reader from the content. | Author makes 1-3 errors in grammar, sentence structure, or spelling that distract the reader from the content. | Author makes 4-6 errors in grammar, sentence structure, or spelling that distract the reader from the content. | Author makes more than 6 errors in grammar, sentence structure, or spelling that distract the reader from the content. |
| **Conclusion** | The conclusion is strong and leaves the reader solidly understanding the writer's response and personal reaction to the article. | The conclusion is good. Includes the author's response and personal reaction to the article. | Conclusion is weak or incomplete. Limited response and personal reaction to the article. | There is no conclusion - the paper just ends. |
| **Proper Format and Organization** | Article summary is typed, has a heading, title, and is submitted on time. Summary is organized into 4 or more paragraphs. A challenging newspaper article of sufficient length is attached. | Article summary is typed, has a heading, title, and is submitted on time. Summary is organized into 4 paragraphs. Acceptable newspaper article of sufficient length is attached. | Article summary is typed but submitted late. Incomplete heading and title. Summary has 3 or less paragraphs. Attached item is not a current event newspaper article and/or it is not a sufficient length. | Article summary is not typed. No heading. No article is attached.  No title. |