Kentucky Teacher Standard(s) Assessed: Standard 3 – Creates/Maintains Learning Climate, Standard 4 – Implements/Manages Instruction, Standard 7 – Reflects on & Evaluates Teaching/Learning, Standard 8 – Collaborates with Colleagues/Parents/Others

Purpose and Use Statement: This critical performance is an evaluation of Kentucky Teacher Standards 3, 4, 7, and 8. Completion and uploading of this performance into the electronic portfolio is a requirement for a passing grade for SMED 470.

Graded Product: Students will complete a clinical interview reflection and presentation on the “Voice of the Customer” in education.

Task: Clinical Interviews Guidelines: Voice of the Customer

There are many stakeholders or customers served by the learning experiences you design. Obviously the students you teach have needs that must be met, and the standards provide constraints regarding what you will teach. In the case of your early teaching experiences, other teachers are also involved, and even when you have your own classroom, the other teachers will depend on you to have covered certain curriculum, or they may be interested in creating cross-disciplinary units. It is important to remember that your students won't be in school forever; you are preparing them for college or workplace environments. When you design your Project Based Unit of Instruction, you will have to consider these diverse perspectives. A simple way to begin to do this is to conduct interviews.

Plan the interviews as follows:

1. Choose three customers to interview (Workplace/Student/Workplace). In the workplace, you will need to identify an appropriate person(s), someone who uses mathematics and/or science concepts in their daily work. You may only be personally acquainted with ONE of the workplace interviewees.

For each customer, answer the following demographic questions prior to conducting the interview:
1. Role (Student/occupation)
2. Education level and job title (if applicable)

2. The interviews:
A. Student interview
   Task 1:
   Give your interviewee the following directions:
   On a sheet of paper, share what you know about math or science. Your work can be in the form of words, phrases, lists, diagrams, pictures, etc.
   Task 2 Essential Question 1:
   Engage and record the discussion with the interviewee, opening with, “How might people use the information you recorded in Task 1 in their daily life?”

   Task 3 Essential Question 2:
   Conclude the discussion with the interviewee by asking, “Why is it important for citizens to be literate in mathematics and science?”
B. Workforce Member-Repeat Tasks 1, 2 and 3.
C. Workforce Member-Repeat Tasks 1, 2 and 3.

3. Conduct the interviews IN PERSON. Audio record the interviews.

4. Evaluation:
   Part I. Reflection Paper 50 points
   Write a reflection paper that showcases the voice of the customer interviews. An evaluation rubric is attached.

   Part II. Class Presentation 50 points
   From these interviews, prepare a video, prezi, power point or other multimedia presentation to showcase your interview results. You should attempt to answer the fundamental question, “What are the CUSTOMER NEEDS for each customer?” If possible, prioritize your list of needs. **You will need to critically consider the needs.** For instance, a student may emphasize that learning should always be easy and fun. You may decide that this is appropriate for some learning, but not all. An evaluation rubric is attached

**Scoring Rubrics:**

<table>
<thead>
<tr>
<th>TOTAL POINTS POSSIBLE = 100</th>
<th>TOTAL POINTS Earned:</th>
<th>100</th>
</tr>
</thead>
</table>

**NOTE TO STUDENTS:** After you submit this critical performance, the scores on this analytic rubric will be provided to you for constructive feedback. However, only an overall “holistic score” will be entered into the Electronic Portfolio System (EPS) based on the following scale: 1 – Beginning, 2 – Developing, 3 – Proficient, or 4 – Distinguished. This holistic score will be based on the following ranges of possible points on this analytic rubric:

- Holistic Score of 1 = Analytic Rubric Score Range 0-69
- Holistic Score of 2 = Analytic Rubric Score Range 70-84
- Holistic Score of 3 = Analytic Rubric Score Range 85-92
- Holistic Score of 4 = Analytic Rubric Score Range 97-100

Additionally, you may only receive a holistic score of 4 in the EPS if the critical performance required no revision. This means that, if revisions are required and you make the necessary revisions, even if you score 97 or above on this analytic rubric, the highest score you will receive in the EPS is still “3.”
**Interview Reflection Paper:** You will need to write a reflection paper at the end of your interview. Address the following topics in your paper:

- What were the experiences of the interviewees?
- How did the experiences of the interviewees connect to the essential questions asked during the interview?
- What ARE the needs of the customers involved in the education process?

Your paper should be 2 to 3 pages long, double spaced, Times New Roman, size 12 font, with one inch margins.

<table>
<thead>
<tr>
<th>Category (Points)</th>
<th>Beginning (0-6)</th>
<th>Developing (7)</th>
<th>Proficient (8)</th>
<th>Advanced (9-10)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall quality of the introduction (10)</td>
<td>Introduction is included but does not present the interview event in a way that makes clear how this event relates to the voice of the customer.</td>
<td>Introduction partially conveys in a clear way both the particulars of the interview event and makes clear how this event relates to the voice of the customer.</td>
<td>Introduction conveys in a clear way both the particulars of the interview event and makes clear how this interview relates to the voice of the customer.</td>
<td>Introduction conveys in a clear and explicit way both the particulars of the interview and the author relates how the interview relates to the voice of the customer in education.</td>
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<tr>
<td>Overall quality of the writing (i.e. grammar, voice, etc.) (10)</td>
<td>Report contains numerous (5+) errors in writing mechanics and/or lacks an appropriate narrative voice.</td>
<td>Report contains few (3-4) errors in writing mechanics and has a largely appropriate narrative voice.</td>
<td>Report contains very few (1-2) errors in writing mechanics and has a strong narrative voice.</td>
<td>Report is flawless in writing mechanics and has a strong narrative voice.</td>
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<tr>
<td>Overall connection to the Essential Questions of the theme (10)</td>
<td>The reviewer did not link the content of the interview to the essential questions of the theme.</td>
<td>The reviewer makes a limited connection the essential questions of the theme.</td>
<td>The reviewer clearly and accurately linked the content of the interview to the essential questions of the theme.</td>
<td>The reviewer explicitly links the content of the interview to the essential questions of the theme.</td>
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<tr>
<td>Overall quality of the summary of responses (10)</td>
<td>Report contains a summary of responses that is somewhat vague and over generalized; an authentic voice for the interviewee does not come through.</td>
<td>Report contains a somewhat organized summary of responses to the questions and some sense of the interviewee’s effort to be reflective about his/her experience.</td>
<td>Report contains a well-organized summary of responses to the questions that provides a clear sense of the interviewee’s efforts to be reflective about his/her experience.</td>
<td>Report contains a very well-organized summary of responses to the questions that provides an exceptionally clear sense of the interviewee’s efforts to be reflective about his/her experience.</td>
</tr>
<tr>
<td>Overall quality of the report’s conclusions (10)</td>
<td>Report contains a conclusion that is fairly vague and does not convey a clear sense of the relevance of the interview to the voice of the customer theme.</td>
<td>Report contains a conclusion that is fairly well written and conveys a sense of what resulted from the interview and how it is relevant to the voice of the customer theme.</td>
<td>Report contains a conclusion that is well written and conveys a clear sense of what resulted from the interview and how it is relevant to the voice of the customer theme.</td>
<td>Report contains a conclusion that is extremely well written and conveys an exceptionally clear sense of what resulted from the interview. The conclusion conveys a very clear sense of how it is relevant to the voice of the customer theme.</td>
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**TOTAL SCORE (50)**
<table>
<thead>
<tr>
<th>CATEGORY (Points)</th>
<th>Beginning (0-6)</th>
<th>Developing (7)</th>
<th>Proficient (8)</th>
<th>Advanced (9-10)</th>
</tr>
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<tr>
<td><strong>Presentation (10)</strong></td>
<td>Delivery not smooth and audience attention often lost.</td>
<td>Delivery not smooth, but able to maintain interest of the audience most of the time.</td>
<td>Rehearsed with fairly smooth delivery that holds audience attention most of the time.</td>
<td>Well-rehearsed with smooth delivery that holds audience attention.</td>
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<tr>
<td><strong>Requirements (10)</strong></td>
<td>Inadequate representation of the &quot;Voice of the Customer&quot;</td>
<td>Fair representation on the &quot;Voice of the Customer&quot;</td>
<td>&quot;Good&quot; representation on the &quot;Voice of the Customer&quot;</td>
<td>Excellent representation on the &quot;Voice of the Customer&quot;</td>
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<tr>
<td><strong>Attractiveness (10)</strong></td>
<td>Use of font, color, graphics, effects etc. but these often distract from the presentation content.</td>
<td>Makes use of font, color, graphics, effects, etc. but occasionally these detract from the presentation content.</td>
<td>Makes good use of font, color, graphics, effects, etc. to enhance to presentation.</td>
<td>Makes excellent use of font, color, graphics, effects, etc. to enhance the presentation.</td>
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<tr>
<td><strong>Time Allotment (10)</strong></td>
<td>Presentation exceeds 3 minutes in length or is less than 1 minute 45 seconds in length</td>
<td>Presentation is 2 minutes 46 seconds to 3 minutes in length</td>
<td>Presentation is 2 minutes 16 seconds to 2 minutes 45 seconds in length</td>
<td>Presentation is within the 1 minute 45 second to 2 minute 15 second range</td>
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<tr>
<td><strong>Originality (10)</strong></td>
<td>No evidence of original thinking.</td>
<td>Little evidence of original thinking.</td>
<td>Product shows some original thought. Work shows new ideas and insights</td>
<td>Product shows a large amount of original thought. Ideas are creative and inventive.</td>
</tr>
<tr>
<td><strong>TOTAL SCORE (50)</strong></td>
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