CMR INSTITUTE

Certificate Capstone Grading Criteria

Instructions:

This Capstone exercise provides learners with an opportunity for reflection and application after completing a [*Company/Learning Program*] online certificate. The learner has answered a series of four application questions. As a reviewer, your role is to review their answers for **Completeness**, **Knowledge**, and **Application** using the provided grading rubric.

Reviewer Information:

Your Name: _____

Learner Information:

Learner Name: _____

Choose the certificate that you are completing this Capstone for:

☐	[Certificate 1]	☐	[Certificate 3]
☐	[Certificate 2]	☐	[Certificate 4]

Please review the learner's responses and grade the following questions:

1. What did you hope to gain by completing this certificate? *In your answer, include any gaps you were hoping to fill and give two examples of how this certificate helped fill those knowledge gaps.*

		Below Expectations	Meets Expectations	Exceeds Expectations
Completeness	*Does the response directly answer each part of the assigned question?*			
Knowledge	*Does the response clearly show that the learner has read and understands the certificate content by correctly defining key terms and summarizing concepts? Has the learner made inferences based on this knowledge to personal applications?*			
Application	*Has the learner clearly stated how the knowledge was applied and provided relevant examples?*			
Reviewer Comments:				

2. Based on the knowledge gained from this certificate, give two examples of how you have adjusted (or are planning to adjust) your call strategy or business plan with key clients. *Your examples should include how you plan for calls, how you plan to use company approved materials differently, your overall approach to calling on customers and how you will address their business and goals.*

		Below Expectations	Meets Expectations	Exceeds Expectations
Completeness	*Does the response directly answer each part of the assigned question?*			
Knowledge	*Does the response clearly show that the learner has read and understands the certificate content by correctly defining key terms and summarizing concepts? Has the learner made inferences based on this knowledge to personal applications?*			
Application	*Has the learner clearly stated how the knowledge was applied and provided relevant examples?*			
Reviewer Comments:				

3. How have you used (or are planning to use) the knowledge gained from this certificate to gain access to key decision makers as well as elevate your conversations with those decision makers? *Give an example of your approach pre-certificate versus post certificate.*

		Below Expectations	Meets Expectations	Exceeds Expectations
Completeness	*Does the response directly answer each part of the assigned question?*			
Knowledge	*Does the response clearly show that the learner has read and understands the certificate content by correctly defining key terms and summarizing concepts? Has the learner made inferences based on this knowledge to personal applications?*			
Application	*Has the learner clearly stated how the knowledge was applied and provided relevant examples?*			
Reviewer Comments:				

4. After completing this certificate, how will you use this knowledge to increase your sales and market share? *Your answer should include information on your goals and how you plan to achieve them.*

		Below Expectations	Meets Expectations	Exceeds Expectations
Completeness	*Does the response directly answer each part of the assigned question?*			
Knowledge	*Does the response clearly show that the learner has read and understands the certificate content by correctly defining key terms and summarizing concepts? Has the learner made inferences based on this knowledge to personal applications?*			
Application	*Has the learner clearly stated how the knowledge was applied and provided relevant examples?*			
Reviewer Comments:				