

# Interface 2017 Speedgrader and GoReact



**WARRINGTON**  
COLLEGE *of* BUSINESS

**Fiona Barnes and Dorothy McCawley**  
**Management Communication Center**

# Why Use Speedgrader?

## 1. No Paper Trail



# Why Use Speedgrader?

## 2. Security and Integrity of Information

Submitted: Feb 26 at 8:12pm

Student Viewed Document: Mar 9 at 11:57am

Submitted Files: (click to load)

0%

Recommendation Summary.docx






# Why Use Speedgrader?

## 3. Variety of Instructor Responses Possible

**Assignment Comments**


Add a Comment


  


**Submit**

**Record/Upload Media Comment**

Record Media Upload Media

 Title:







# Why Use Speedgrader?

## 4. Variety of Instructor Responses Possible

TO: BASIL FOX, PRESIDENT-FTIS  
 FROM: [REDACTED] ASSOCIATE-CUSTOMER SERVICE  
 SUBJECT: HOW TO IMPROVE CUSTOMER EXPERIENCE *rephrase to be more direct: sounds like a self-help book title!*  
 DATE: MARCH 12, 2017

The *Harvard Business Review*, "Kick-Ass Customer Service" by Matthew Dixon, Lara Ponomareff, Scott Turner, and Rick DeLisi, discusses how "Controller" type people make the best customer service representatives and companies must take the "Controller" approach in their customer service department. A "Controller" is someone "who likes to demonstrate and direct customer interaction." The article also states that the most common type of customer service representative is an "Empathizer." An "Empathizer" is "someone who enjoys helping others and shows sympathy." *The* "Empathizer" is the most common representative because 42 percent of managers prefer "Empathizers." *We must change* our current and future employees approach in customer service to mimic the "Controller." We need to break this trend in customer service and begin a new one with "Controllers."

How can Franklin Templeton take the "Controller" approach?  
 To change our customer service and improve our customer experience we must take three courses of action:

- Hire more "Controllers." *again, no quotation marks*
- Train all employees to approach job as a "Controller."
- Rebuild performance measures to encourage "Controller" behavior.

### Hire More "Controllers"

The first step is to change the job description says "ability to follow i *dummy subject* here to schedules," which is *repellent?* to a "Controller" because a "Controller" excels when there is flexibility in the workplace.

### Train All Employees to Approach Job as a "Controller"

The next step is to improve the training for customer service *wordy* initiatives. The current training program

Fiona Barnes: does not flow: "The Harvard Business Review article "Kick-Ass . . ."

Fiona Barnes: An intro should have a briefing, purpose statement, action statement, and preview of the document; your intro summarizes the article, and you will likely lose the reader in your wordy review. You also lack background on why your company needs a change.

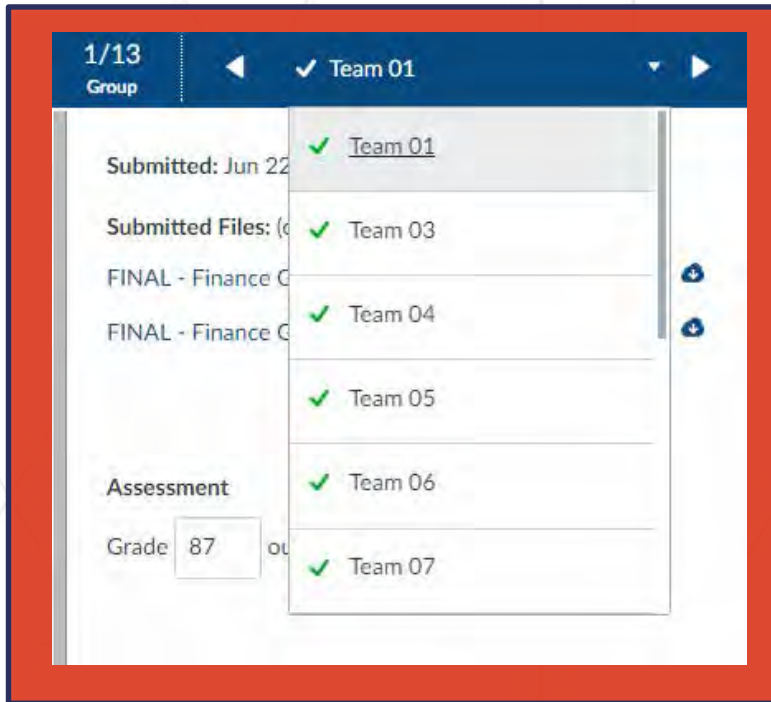
Fiona Barnes: why must you change? offer background about why you should mimic the Controller.

Fiona Barnes: add comma after "experience"

Fiona Barnes: include a summary sentence for your vertical list

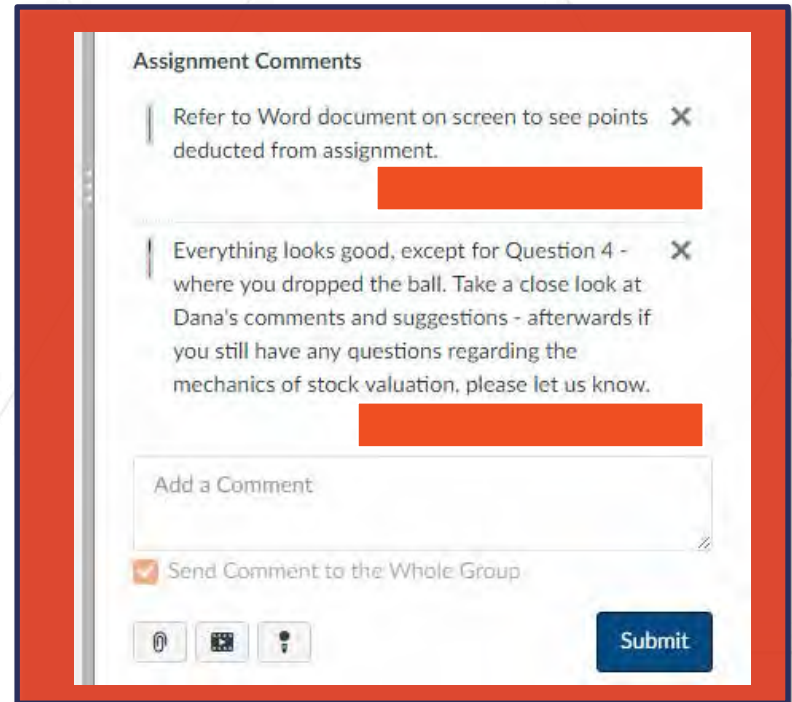
# Why Use Speedgrader?

## 5. Team Assignment Grading Possible



The screenshot shows the Speedgrader interface for a team assignment. At the top, it indicates '1/13 Group' and 'Team 01'. Below this, a list of teams is shown, each with a green checkmark indicating they have been graded. The teams are Team 01, Team 03, Team 04, Team 05, Team 06, and Team 07. On the left, the 'Submitted' date is 'Jun 22'. Below the team list, the 'Assessment' section shows a 'Grade' of '87'.

Submitted: Jun 22	Team 01
Submitted Files: (0)	Team 03
FINAL - Finance C	Team 04
FINAL - Finance C	Team 05
Assessment	Team 06
Grade 87	Team 07



The screenshot shows the 'Assignment Comments' section. It contains two comments, each with a redacted area. The first comment says: 'Refer to Word document on screen to see points deducted from assignment.' The second comment says: 'Everything looks good, except for Question 4 - where you dropped the ball. Take a close look at Dana's comments and suggestions - afterwards if you still have any questions regarding the mechanics of stock valuation, please let us know.' Below the comments is a text input field labeled 'Add a Comment'. At the bottom, there is a checkbox labeled 'Send Comment to the Whole Group' and a 'Submit' button.

Assignment Comments

Refer to Word document on screen to see points deducted from assignment.

Everything looks good, except for Question 4 - where you dropped the ball. Take a close look at Dana's comments and suggestions - afterwards if you still have any questions regarding the mechanics of stock valuation, please let us know.

Add a Comment

☒ Send Comment to the Whole Group

Submit

# Why Use Speedgrader?

## 6. Graded Peer Reviewing Possible

views

☒ Require Peer Reviews

How to Assign Peer Reviews

☐ Manually Assign Peer Reviews

☒ Automatically Assign Peer Reviews

Reviews Per User

0

Assign Reviews

Must come after due date. If blank, use default.

Anonymity

☐ Peer Reviews Appear Anonymously

Show Rubric

Show Assessment By: Connor [Redacted]

Bad News Email Rubric (Douglas 2017)

Criteria		Ratings		Pts
Writing Strategy: Appropriate for the message. First paragraph is neutral buffer, second paragraph is thin sandwich, closing paragraph is goodwill-oriented and not too apologetic.	No errors 15.0 pts	1 error 10.0 pts	2 errors 5.0 pts	More than 4 errors 0.0 pts
				15 / 15.0 pts

Following head-body-paragraph, good bad news, and good news message. You es well and ws in a good way. y to read and your

enberger, Feb 3 at 5:49pm

er will be notified of

Attach File



# Why Use Speedgrader?

## 7. Assessment Integration

<a href="#">view longer description</a>		15/ 20.0 pts
Purpose: recommendation frontloaded, reader brie... <a href="#">view longer description</a>	No details	6/ 10.0 pts
Reader focus: briefing, purpose statement, prev... <a href="#">view longer description</a>	some reader focus	7/ 10.0 pts
Organization: introduction complete, format cor... <a href="#">view longer description</a>	No details	14/ 20.0 pts
Clarity: active voice preferred, nominalization... <a href="#">view longer description</a>	Ineffective: repeated lapses affect readability	11/ 15.0 pts
Concision: precise diction, concise expression ... <a href="#">view longer description</a>	Adequate	12/ 15.0 pts
Professionalism: diction appropriate, no typos.... <a href="#">view longer description</a>	Errors affect credibility	7/ 10.0 pts
🔗 Content <a href="#">view longer description</a>	Does Not Meet Expectations	--
🔗 Organization <a href="#">view longer description</a>	Does Not Meet Expectations	--
🔗 Style <a href="#">view longer description</a>	Does Not Meet Expectations	--
🔗 Format <a href="#">view longer description</a>	Does Not Meet Expectations	--
🔗 Mechanics <a href="#">view longer description</a>	Meets Expectations	--

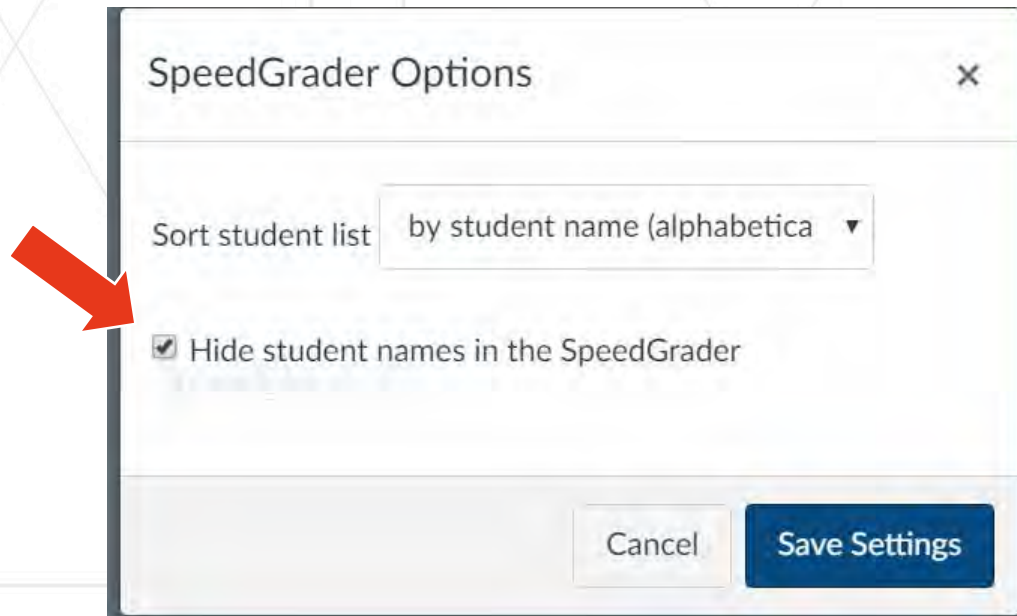


# Useful Tips for Speedgrader: You Can Mute Assignments



Assignment 2 - The Recommendation Summary  
Due: Multiple Due Dates - GEB5212 (O1MBAS18-8622)

# Useful Tips for Speedgrader: You Can Anonymize Assignments



# Useful Tips for Speedgrader: Grade by Section OR Question

(54%) 1/618 Student

Show All Sections

Showing: All Sections

FIN3403-MakeUpExam	✓	
FIN3403-3843	✓	
FIN3403-3841	✓	
FIN3403-3831	✓	
FIN3403-MISC	✓	
FIN3403: Business Finance, Spring 2017	✓	

Add a Comment

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21

Question 8 5.0 / 5 pts

You will receive 13 payments of \$575, where the first payment will be received today (Month 0) and all other payments will be received in 10-month intervals (Months 10, 20, 30 ... 120). Assume that the appropriate EAR is 7.68 percent. Given this information, determine the present value of these 13 payments at Month 0.

☐ \$4,879.35

☐ \$4,933.09

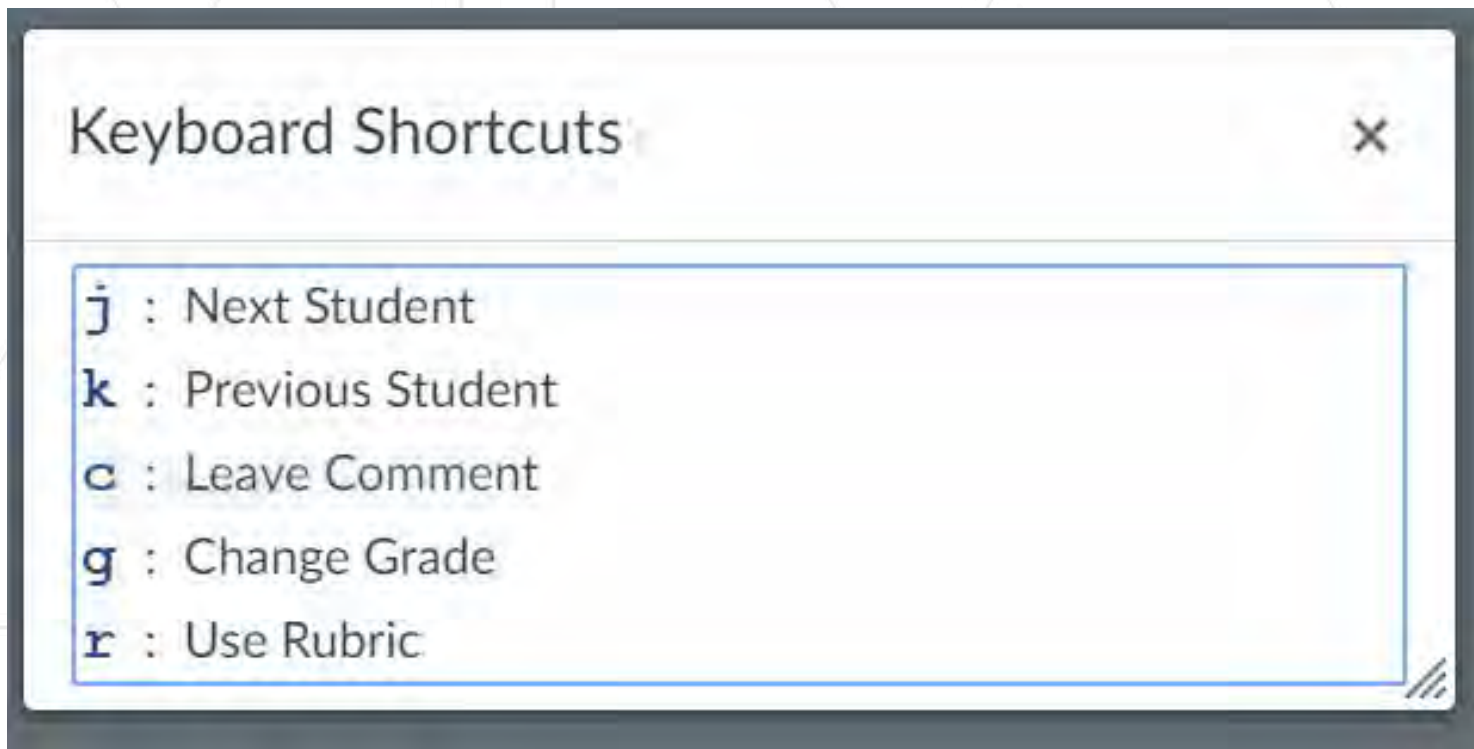
☐ \$5,152.96

☐ \$5,244.16

☒ \$5,301.92

Additional Comments:

# Useful Tips for Speedgrader: Shortcut Keys for Grading





Comments 10 Evaluations 1

Dorothy McCawley

## Final Persuasive Assessment

## Introduction

Points out of 3

## Established Credibility

Points out of 3

## Topic, Agenda, Overall Introduction (clear and organized)

Points out of 3

Dorothy McCawley: pause, rather than "uh"

Comments

Comment Record Upload YouTube Audio Library End Note

Add a text comment...

Integrates  
into Canvas

Student fee:  
\$20 for 90  
minutes

Cloud-based  
and App-  
based

Live OR  
Pre-  
recorded

Rubric AND  
timeline  
comments



Formal  
Presentations

Practice  
Pitches

Informal  
Presentations

Team  
Presentations

Elevator  
Pitches

Interviews

University of Florida | Technical Services | UF CMS | WDW Password | myUF | AOL Mail | Facebook | AOL

Dr. Dorothy McCawley | Inbox | Settings | Logout | Help

canvas | Hide Right

+ Create Video + Upload

Edit Assignment Settings

Speed Grader

Edit

Awaiting Start

Points: 0

Assignment Group: Assignments


Display Grade as: Complete/Incomplete

☒ Do not count this assignment towards the final grade

Submission Type: External Tool

External Tool Options

Enter or find an External Tool URL

  Find

☒ Load This Tool In A New Tab

Moderated Grading ☐ Allow a moderator to review multiple independent grades for selected submissions

Assign to: Everyone

ed into Canvas

goreact



https://goreact.com/iti/v1#/review/1588824?feedbackMode=review

Google UF WCBA UF CBAHelp AOL Fb SSFCU AC Netiquette UF myUFL UF CMS Movies FDoR UF CMC Athlinks Writer's Diet ScreenCast Sedona GoReact ABC: Listserv

162 of 165 PowerPoint Presentation Castro.Thalia - Thalia Castro Sat 16 Jul 2016 5:16 PM

**Comments** <sup>2</sup> **Evaluations** <sup>2</sup> 46 / 50

All <sup>2</sup>

00:32 **Alyssa Hunziker:** Great introduction to your presentation and to your main argument. You set your context up very well. Be...

01:30 **Alyssa Hunziker:** Be mindful of phrases like I believe/I think/I feel as they can lessen the impact of your arguments

**Timeline**

00:00 00:30 00:55 01:25 03:55 04:25

Appears here

And here

And here

Type here

Characters: 0/500 Timeline: Start Typing...

goreact

# Markers

The screenshot displays a video editing software interface. On the left, a video preview window shows a close-up of a person's face. Below it, a timeline bar indicates a duration of 03:00. A red circle highlights the 'Comments' button, which shows a count of 15. To the right of the video preview, a list of markers is visible, including 'Dorothy McCawley: work on eye contact' at 00:41, 'Dorothy McCawley: Filler' at 00:54, 'Dorothy McCawley: Filler' at 01:02, and 'Dorothy McCawley: Filler' at 01:05. A red circle highlights a row of colored markers (C, A, G, E, S, S, F, M, I, M, P, S, S) below the marker list. To the right of the video preview, a text input field contains the text 'Cawley: I Incorporated slides--good!'. Below this, another text input field contains the text 'Cawley: H Hands down when not gesturing'. At the bottom of the interface, a timeline bar shows a duration of 02:44 to 03:28. A red circle highlights a row of colored markers (F, M, I, H, M, T, S, U, R) below the timeline bar. The bottom right corner of the interface features the 'goreact' logo.

00:41 Dorothy McCawley: work on eye contact

00:54 Dorothy McCawley: Filler

01:02 Dorothy McCawley: Filler

01:05 Dorothy McCawley: Filler

Cawley: I Incorporated slides--good!

Cawley: H Hands down when not gesturing

Comments 15

18 03:00

Characters: 0/500 Timeline: Start Typing...

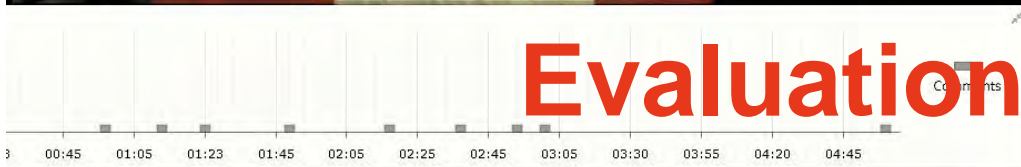
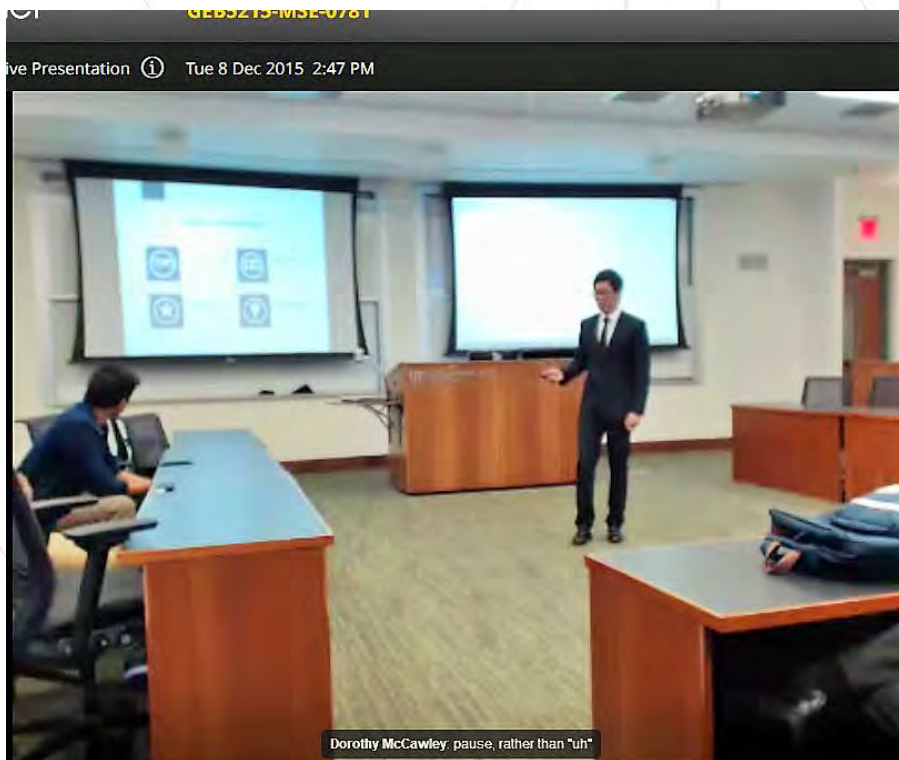
Hit "Enter" to save your comment

02:44 03:28

Characters: 0/500 Timeline: Start Typing...

Hit "Enter" to save your comment

goreact



Dorothy McCawley

Daming Wu ⓘ Download

Comments 10 Evaluations 1

Tab

Dorothy McCawley

### Final Persuasive Assessment

Introduction — / 9

Hook

Points out of 3

Established Credibility

Points out of 3

Topic, Agenda, Overall Introduction (clear and organized logically)

Points out of 3

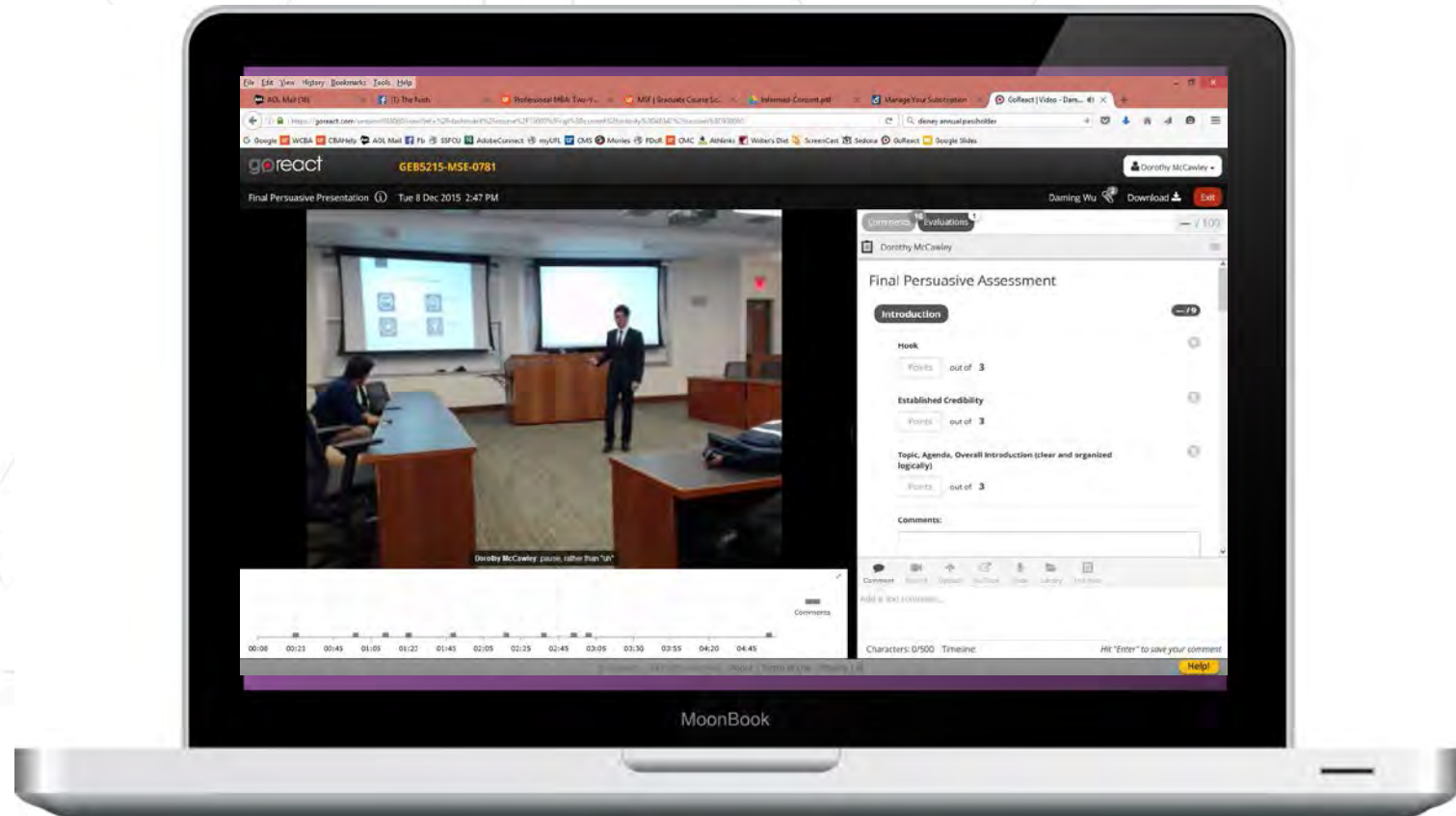
Comments:

Comment Record Upload YouTube Audio Library End Note

Characters: 0/500 Timeline: Hit "Enter" to save your con

Both!

# Let's do it!





# Thank You!

**Dr. Fiona Barnes, Director  
Management Communication  
Center**

**Warrington College of Business  
Bryan Hall, 233**

**[fiona.barnes@warrington.ufl.edu](mailto:fiona.barnes@warrington.ufl.edu)**

**352-273-3212**

**Dr. Dorothy McCawley, Senior Lecturer  
Management Communication  
Center**

**Warrington College of Business  
Bryan Hall, 233**

**[dorothy.mccawley@warrington.ufl.edu](mailto:dorothy.mccawley@warrington.ufl.edu)**

**352-273-3213**



**WARRINGTON**  
COLLEGE *of* BUSINESS