

**Credential AREA: Illinois Director Credential (Level I)**  
**TOPIC: Oral and Written Communication Assessment Example**  
**Communication Skills Artifact Collection**

**I. Assessment Competency & Standard Alignment**

<b>Gateways Competencies Assessed</b>
<b>OWC1:</b> Design and disseminate effective external communication artifacts

<b>Suggested Competency Cross-Alignments</b>
(with a few edits to this assessment task, these additional competencies could also be assessed with this task)
<b>MPR1:</b> Develop and/or implement strategic marketing and/or public relations strategies to build or sustain a high-quality program
<b>TEC1:</b> Demonstrate technological literacy

**II. Assessment Task Description/ Directions**

**Overview:**

You will develop or provide two artifacts which serve as evidence of your strong communications skills and a plan to provide effective dissemination of these artifacts and other information for a variety of purposes.

<b>Option 1</b> (for those wanting to become leaders in the field)	<b>Option 2</b> (for those who are already leaders in the field at a licensed site)
<ul style="list-style-type: none"> <li>• You will develop at least one artifact of ECE/ SAYD administrative oral and written communication from each category in the section below, devise a dissemination plan, and reflect on each artifact. Your communication skills artifact collection should demonstrate your knowledge of the field, ethical guidelines, and cultural competence.</li> </ul>	<ul style="list-style-type: none"> <li>• You will provide or develop at least one artifact of ECE/ SAYD administrative oral and written communication from each category in the section below, discuss how you have disseminated or plan to disseminate the information, and reflect on each artifact. Your communication skills artifact collection should demonstrate your knowledge of the field, ethical guidelines, and cultural competence.</li> </ul>

## Specific Steps for Option 1

This task consists of three main components, including:

### 1. Communication Skills Artifact Collection

- You are required to develop one artifact of ECE/ SAYD administrative oral and written communication from each category below:
  - Communication with families
    - Newsletters
    - Websites
    - Emails
    - Family communication platforms (e.g., Tadpoles, Seesaw, Shutterfly Sites)
  - Professional social media participation and curating (i.e. sharing relevant news, articles, videos, and infographics as they relate to the field on your professional social media)
    - Facebook
    - Twitter
    - Instagram
    - LinkedIn
    - Blogs
    - Listervs
    - Pinterest

Technology Option:  
←Embedded

Technology Option:  
←Embedded

### 2. Artifact Dissemination Plan

- Write a hypothetical/ target program policy for external communication dissemination processes
- Create a dissemination plan for how you will disperse each artifact to a hypothetical/ target audience and in what type of format (paper or digital)
- Discuss your rationale for selecting this dissemination method

Technology Option:  
←Embedded

Technology Option:  
- Communication options  
- Interactive options  
- Collaboration options

### 3. Artifact Reflection

- After developing your artifacts, reflect on each by summarizing:
  - How did you integrate your knowledge of the field, ethical guidelines, and cultural competence in the creation of your artifacts?
  - How does each artifact meet the needs of the intended audience?
  - How can the artifact be improved or expanded for future use or used in other contexts?
  - How can you improve or expand on your communication skills overall?

## Specific Steps for Option 2

This task consists of three main components, including:

### 1. Communication Skills Artifact Collection

- You are required to provide from your program/ school/ center or develop one artifact of ECE/ SAYD administrative oral and written communication from each category below:
  - Communication with families
    - Newsletters
    - Websites
    - Emails
    - Family communication platforms (e.g., Tadpoles, Seesaw, Shutterfly Sites)
  - Professional social media participation and curating (i.e. sharing relevant news, articles, videos, and infographics as they relate to the field on your professional social media)
    - Facebook
    - Twitter
    - Instagram
    - LinkedIn
    - Blogs
    - Listervs
    - Pinterest

Technology Option:  
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Technology Option:  
← Embedded

### 2. Artifact Dissemination Plan

- Write or provide your program policy for external communication dissemination processes
- Create a dissemination plan of how you have dispersed or will disperse each artifact to the target audience (paper or digital format)
- Discuss your rationale for selecting this dissemination method(s)

Technology Option:  
← Embedded

Technology Option:  
- Communication options  
- Interactive options  
- Collaboration options

### 3. Artifact Reflection

- After developing your artifacts, reflect on each by summarizing:
  - How did you integrate your knowledge of the field, ethical guidelines, and cultural competence in the creation of your artifacts?
  - How does each artifact meet the needs of the intended audience?
  - How can the artifact be improved or expanded for future use or used in other contexts?
  - How can you improve or expand on your communication skills overall?

### III. Assessment Rubric

<b>IDC Oral &amp; Written Communication Master Rubric</b>					
<b>Competency</b>	<b>Distinguished</b>	<b>Competent</b>	<b>Developing</b>	<b>Unacceptable</b>	<b>Unable to Assess</b>
<b>OWC1:</b> Design and disseminate effective external communication artifacts	Consistently creates effective, substantive external communication artifacts and describes external communication dissemination processes to meet the varying needs of families and staff (online, hard copy, face-to-face)	Consistently creates effective, substantive external communication artifacts and describes external communication dissemination processes.	Attempts to create external communication artifacts and describes external communication dissemination processes.	Creates external communication artifacts that are general, confusing or disseminated in ways that do not consider the preferred communication styles and needs of families and staff	

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### IV. Data Collection & Analysis Tool

<b>Competencies</b>	<b>Cumulative Assessment Data</b>				
<b>Competency</b>	<b>Distinguished</b>	<b>Proficient</b>	<b>Needs Improvement</b>	<b>Unsatisfactory</b>	<b>Unable to Assess</b>
<b>OWC1:</b> Design and disseminate effective external communication artifacts					