

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

I. Assessment Competency & Standard Alignment

| Gateways Competencies Assessed |
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| OWC1: Design and disseminate effective external communication artifacts |
| OWC2: Demonstrate formal presentation skills in professional forums |
| OWC3: Develop and/or implement policies supportive of effective internal communications |

| Suggested Competency Cross-Alignments |
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| (with a few edits to this assessment task, these additional competencies could also be assessed with this task) |
| MPR1: Develop and/or implement strategic marketing and/or public relations strategies to build or sustain a high-quality program |
| TEC1: Demonstrate technological literacy |
| TEC2: Develop and/or implement training and resources to support teachers in the appropriate use of technology to improve children's learning in the classroom. |

II. Assessment Task Description/ Directions

Overview:

You will develop or provide three 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.

| Option 1 (for those wanting to become leaders in the field) | Option 2 (for those who are already leaders in the field at a licensed site) |
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| <ul style="list-style-type: none">• 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 | <ul style="list-style-type: none">• 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 |

| | |
|--|--|
| <p>communication skills artifact collection should demonstrate your knowledge of the field, ethical guidelines, and cultural competence.</p> <ul style="list-style-type: none"> • You will present your artifacts utilizing a formal presentation method and displaying formal professional writing and presenting skills | <p>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.</p> <ul style="list-style-type: none"> • You will present your artifacts utilizing a formal presentation method and displaying formal professional writing and presenting skills |
|--|--|

Specific Steps for Option 1

This task consists of four 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
 - Listservs
 - Pinterest
 - Program-based policies and procedures that support effective internal communication
 - Conflict resolution policies
 - Policies supportive of positive staff communication and collaboration

Technology Option:
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Technology Option:
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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:
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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?

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

4. Artifact Collection Presentation:

- You will present your artifacts in class in a formal presentation format
- Create a presentation showcasing each artifact in your collection utilizing one presentation tool (e.g., PowerPoint, Prezi, Visme)
 - While presenting each artifact, explain the purpose it served to the intended audience, the artifact's strengths, and how it might be improved or expanded on if used in the future
 - Your presentation should model professional oratory skills which include adequate preparation, well organized ideas, and strong delivery

Technology Option:
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Specific Steps for Option 2

This task consists of four 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, infographics as they relate to the field on your professional social media)

Technology Option:
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and

- Facebook
- Twitter
- Instagram
- LinkedIn
- Blogs
- Listervs
- Pinterest

Technology Option:
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- Program-based policies and procedures that support effective internal communication
 - Conflict resolution policies
 - Policies supportive of positive staff communication and collaboration

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:
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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?

4. Artifact Collection Presentation:

- You will present your artifacts in class in a formal presentation format
- Create a presentation showcasing each artifact in your collection utilizing one presentation tool (e.g., PowerPoint, Prezi, Visme)
 - While presenting each artifact, explain the purpose it served to the intended audience, the artifact's strengths, and how it might be improved or expanded on if used in the future
 - Your presentation should model professional oratory skills which include adequate preparation, well organized ideas, and strong delivery

Technology Option:
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III. Assessment Rubric

| IDC Oral & Written Communication Master Rubric | | | | | |
|--|---|--|---|--|------------------|
| Competency | Distinguished | Competent | Developing | Unacceptable | Unable to Assess |
| OWC1: 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 | |
| Competency | Distinguished | Competent | Developing | Unacceptable | Unable to Assess |
| OWC2: Demonstrate formal presentation skills in professional forums | Models formal presentation skills in a variety of professional forums and supports these skills in other ECE professionals | Exhibits formal presentation skills in a variety of professional forums. | Assists others in delivering formal presentations in a variety of professional forums | Avoids presenting or presents inappropriately in public presentation forums | |
| Competency | Distinguished | Competent | Developing | Unacceptable | Unable to Assess |
| OWC3: Develop and/or implement policies supportive of effective internal communications | Promotes and advocates policies supportive of exemplary internal communications | Constructs and/or establishes policies supportive of effective internal communications | Tries to follow policies supportive of effective internal communications | Creates or implements ineffective or inappropriate internal communications | |

Level I—Beige

Level II—Blue

IV. Data Collection & Analysis Tool

| Competencies | Cumulative Assessment Data | | | | |
|--|----------------------------|------------|-------------------|----------------|------------------|
| | Distinguished | Proficient | Needs Improvement | Unsatisfactory | Unable to Assess |
| OWC1: Design and disseminate effective external communication artifacts | | | | | |
| OWC2: Demonstrate formal presentation skills in professional forums | | | | | |
| OWC3: Develop and/or implement policies supportive of effective internal communications | | | | | |