

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

I. Assessment Competency & Standard Alignment

Gateways Competencies Assessed
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
OWC4: Demonstrate effective communication and collaboration skills that reflect visionary leadership and supporting others in developing as professionals
OWC5: Demonstrate advanced written communication skills

Suggested Competency Cross-Alignments
(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:

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)
<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
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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, Dojo)
 - 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
 - Program-based policies and procedures that support effective internal communication
 - Conflict resolution policies
 - Policies supportive of positive staff communication and collaboration
 - Staff Development
 - Staff development opportunities, including staff meetings and training

Technology Option:
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Technology Option:
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- Individual staff mentoring plans
- Dissemination of Professional Expertise
 - Professional presentations at local, state, or national conferences
 - Published articles, books chapters, and books
 - Other contributions to professional literature (agency, grant, project reports, etc.)

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

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:
- Communication options
- Interactive options
- Collaboration options

Technology Option:
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Technology Option:
←Embedded

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, and infographics as they relate to the field on your professional social media)
 - Facebook
 - Twitter
 - Instagram
 - LinkedIn
 - Blogs
 - Listervs
 - Pinterest
- Program-based policies and procedures that support effective internal communication
 - Conflict resolution policies
 - Policies supportive of positive staff communication and collaboration
- Staff Development
 - Staff development opportunities, including staff meetings and training
 - Individual staff mentoring plans
- Dissemination of Professional Expertise
 - Professional presentations at local, state, or national conferences
 - Published articles, books chapters, and books
 - Other contributions to professional literature (agency, grant, project reports, etc.)

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

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)

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:
← Embedded

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	Promotes and advocates policies supportive of	Constructs and/or establishes policies	Tries to follow policies supportive of effective internal communications	Creates or implements ineffective or inappropriate internal communications	

supportive of effective internal communications	exemplary internal communications	supportive of effective internal communications			
Competency	Distinguished	Competent	Developing	Unacceptable	Unable to Assess
OWC4: Demonstrate effective communication and collaboration skills that reflect visionary leadership and supporting others in developing as professionals	Advocates and promotes effective communication and collaboration skills that reflect visionary leadership and supporting others in developing as professionals	Describes and models by example, effective communication and collaboration skills that reflect sound leadership and support others	Describes effective communication and collaboration skills	Describes or implements ineffective communication skills and/or practices that diminish or hinder collaboration	
Competency	Distinguished	Competent	Developing	Unacceptable	Unable to Assess
OWC5: Demonstrate advanced written communication skills	Written communication is stellar and can be used as a model Reflective of appropriate professionalism and context Free of grammatical and spelling errors	Written communication is consistent Reflective of appropriate professionalism and context Free of grammatical and spelling errors	Attempts to reflect appropriate professionalism and context Some grammatical and spelling errors	Written communication skills are careless and/or confusing	

Level I—Beige

Level II—Blue

Level III—Purple

IV. Data Collection & Analysis Tool

Competencies	Cumulative Assessment Data				
	Competency	Distinguished	Proficient	Needs Improvement	Unsatisfactory
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					

OWC4: Demonstrate effective communication and collaboration skills that reflect visionary leadership and supporting others in developing as professionals					
OWC5: Demonstrate advanced written communication skills					