

CORE COMPETENCIES, INDICATORS and CLARIFIERS

National Community Education Association (NCEA)
Administrative Competency Endorsement (ACE)
Revised June 2005

The numbered items are “clarifiers” intended to provide examples of how a candidate might substantiate core competency indicators.

Core Competency 1: COMMUNITY EDUCATION CONCEPTS

A. Knowledge of history and philosophy of Community Education

1. Provide evidence that you understand the history and philosophy of Community Education from the lighted school concept with Frank Manley and Charles Stewart Mott to the present day application of the concept. The candidate shall describe the differences between program and process. (see www.mott.org)

B. Knowledge of the principles of Community Education

1. Include a copy of the “Nine Principles of Community Education” as described by Decker and Horyna as an appendix item. Write a brief statement describing one principle and how it applies to your program. (see www.ncea.com)

C. Knowledge of K-12 support and integration practices

1. Describe and provide examples of how your Community Education program has strengthened the K-12 program such as school volunteer programs, business partnerships, parent involvement, etc.

D. Ability to effectively articulate the Community Education concept

1. In one page, answer the question, “What is Community Education?” as referenced in Tab 5 of the portfolio.

Core Competency 2: PUBLIC EDUCATION ORGANIZATION

A. Knowledge of school law as it pertains to Community Education

1. Provide evidence that you understand federal and state laws as they pertain to school districts and specifically to Community Education such as current state laws or local policies.

B. Knowledge of local school district’s administrative team and the Community Education administrator’s relationship within the organization

1. Demonstrate knowledge of the workings of an administrative team and the Community Education administrator’s relationship to the team.

C. Knowledge of professional responsibilities of school boards, superintendents, principals, teachers, and staff

1. Provide evidence that you understand the role of the school board, the superintendent, the principals, the teachers, and staff as partners in lifelong learning.

D. Ability to understand and implement educational policy

1. Provide evidence that you understand existing policies which are relevant to Community Education and their relationship to the organization and operation of the school district.

Core Competency 3: LEADERSHIP SKILLS

A. Knowledge of leadership styles

1. Provide evidence that you are an effective leader such as examples of your professional and community-based leadership roles.
2. Provide documentation of professional training in leadership development.

B. Ability to develop and conduct community leadership training

1. Describe and provide documentation of knowledge and experience in providing leadership training for councils, service organizations, etc.

C. Ability to effectively plan, develop, and implement a “professional growth and self-improvement plan”

1. Describe your professional growth plan and provide documentation that supports successful attainment such as job performance evaluation, training certificates, course transcripts, etc.

Core Competency 4: MANAGEMENT SKILLS

For items A-G, provide evidence of your Community Education management skills:

A. Ability to organize and manage programs

B. Ability to organize and conduct effective meetings

C. Knowledge of facility usage, facility scheduling, and supervision of schools

D. Ability to effectively schedule and promote programs and special events

E. Knowledge of efficient registration practices and market pricing of classes

F. Knowledge of appropriate record keeping and reporting systems

G. Knowledge and ability to apply the continuous improvement process

H. Knowledge and skills of fund raising

1. Provide documentation of your fund raising experience for your program or community.

- I. **Knowledge and application of sound fiscal management practices**
 - 1. Describe your budgeting process including sources of revenue and expenditures by program area.
 - 2. Provide an example of one major program, such as early childhood program or adult enrichment program, and the revenues collected and funds expended.
- J. **Knowledge and application of technology used in program and fiscal management**
 - 1. Provide examples of how you integrate technology into your program such as computerized registration, data collection and management, specialized software, etc.

Core Competency 5: HUMAN RELATIONS SKILLS

For items A-C below, demonstrate and provide evidence of your:

- A. **Ability to motivate staff and volunteers**
- B. **Ability to use teamwork skills in problem solving and accomplishing group objectives**
- C. **Ability to recruit, hire, train, delegate, supervise, and evaluate staff**

Core Competency 6: COMMUNITY INVOLVEMENT SKILLS

- A. **Knowledge of advisory councils, their organization, functions, and development**
 - 1. Describe how your advisory council is organized and provide examples such as advisory council by-laws, agendas, minutes, etc.
- B. **Ability to involve advisory councils in addressing community issues**
 - 1. Describe and provide a specific example of how your council addressed a community need.
- C. **Ability to use community involvement processes in resolution of community issues**
 - 1. Describe the process used in identifying a community issue and the steps used to solve the issue and share the results.
- D. **Ability to involve advisory councils in addressing school issues**
 - 1. Describe and provide a specific example of how your council addressed a school need and share the results.
- E. **Ability to build collaborative partnerships in the community**
 - 1. Describe and provide an example of an effective partnership and share the results.
- F. **Ability to effectively identify the community power structure (both formal and informal)**
 - 1. Describe how you identify and communicate with the community power structure and provide examples.

Core Competency 7: STRATEGIC PLANNING SKILLS

A. Ability to develop vision and mission statement

1. Describe how your vision and mission were developed and provide a copy of those statements.

B. Ability to develop strategic goals and objectives

1. Describe the process used to develop goals and objectives for the program.

2. Describe and provide examples of how data driven decision-making produces changes in your program.

C. Ability to identify community resources

1. Describe and provide examples of methods to engage the community in identifying human, physical, and financial resources.

2. Describe how to create a network of community agencies and institutions that are able to work together to provide programs and services that are aligned with identified community needs.

D. Ability to prepare, conduct and interpret assessments and surveys

1. Describe how you conduct an assessment of community needs and how you analyze the results.

2. Provide examples of assessments or surveys you have used and their findings.

E. Skills to address needs of various racial, ethnic, and socioeconomic subgroups within the community

1. Describe how you use demographic data in providing programs and services.

2. Describe how you have used town forums, community meetings, focus groups, etc. to seek input in meeting community needs.

Core Competency 8: PUBLIC RELATIONS SKILLS

A. Knowledge and application of marketing and public relations principles, advertising, and promotions

1. Describe and provide a copy of your Community Education marketing plan.

2. Describe methods to assess marketing and public relations needs and evaluate the effectiveness of their efforts.

B. Ability to impart information about Community Education to various community groups

1. Describe and provide documentation of Community Education presentations made to community groups.

- C. **Ability to design course descriptions, brochures, bulletins, etc.**
 - 1. Provide several examples of course catalogs, bulletins, and other related materials.
- D. **Ability to work with various media resources**
 - 1. Describe the methods and the extent to which various media are utilized by Community Education.
- E. **Ability to integrate technology into marketing and public relations efforts**
 - 1. Describe the use of technology and provide examples such as a copy of your program web page, targeted marketing via e-mail, on-line registration, etc.

Core Competency 9: PROGRAM ANALYSIS SKILLS

- A. **Ability to analyze program enrollments, trends, patterns of registration behavior**
 - 1. Describe and provide examples of how data is collected and analyzed to make program decisions.
- B. **Ability to conduct cost analysis of programs and events**
 - 1. Describe the process you use to determine program efficiency and cost effectiveness.
- C. **Ability to monitor and evaluate programs, activities, and services**
 - 1. Describe how programs, activities, and services are monitored and evaluated and provide documentation of results.