

DIRECTIONS AND REQUIREMENTS

National Community Education Association (NCEA) Applied Professional Program Leadership Endorsement (APPLE) Revised June 2005

The Applied Professional Program Leadership Endorsement (APPLE) is intended for intended for individuals who:

1. have a broad base of life experiences
2. have a minimum of three years of experience in the field
3. have been responsible for organizing programs that meet the needs of a community in programs such as:
 - * Early Childhood Education
 - * School Age Care (latch key)
 - * After-school Programs
 - * 21st Century Community Learning Centers
 - * Youth Academic & Enrichment
 - * Youth Development
 - * Senior Citizens
 - * K-12, Professional Organizations
 - * Adult Basic Education / GED
 - * English as a Second Language
 - * Community Based Organizations
 - * Community Health / Hospitals
 - * Civic Organizations
 - * Faith Based Organizations
 - * Government Organizations
 - * Recreation

Community Education Embraces These Beliefs:

- Education is a lifelong process;
- Everyone in the community—individuals, businesses, public and private agencies, and community organizations—shares responsibility for providing education to all members of the community; and
- Citizens have a right and a responsibility to be involved in determining community needs, identifying community resources, and linking those needs and resources to improve their community.

Accepting the Challenge

The recommended first step in the APPLE process is to review the list of Standards and Indicators. In order to complete the process, the candidate must demonstrate competency by meeting the requirements in each of the five standards. If you are unsure of your preparation, contact the APPLE chairperson.

Applications and materials are available on line at www.ncea.com and click on Applied Professional Program Leadership Endorsement.

Application requirements:

1. Must be a current member of NCEA.
2. Submit the APPLE application fee. See website for current fee (www.ncea.com).
3. Submit four (4) copies of your portfolio and bring one (1) copy to the peer review meeting.

I. APPLICATION PROCESS

- A. Attendance at a national or regional workshop on how to properly prepare your portfolio is strongly encouraged.
- B. Individuals interested in applying for the APPLE must submit four (4) copies of their portfolio materials and the non-refundable application fee (check made payable to NCEA) to the NCEA Office by September 15th.
- C. Upon receipt of application fee and portfolio materials, the NCEA Office will contact the APPLE Committee Chair to confirm receipt of materials.
- D. The APPLE Committee Chair will notify each eligible applicant to schedule their peer review, to be held the day preceding the national conference.

II. PREPARING YOUR PORTFOLIO:

Applicants submitting their APPLE portfolio must complete it as follows:

TAB 1: COMPLETED APPLICATION FORM

This application must be typed or computer generated.

TAB 2: STATEMENT OF PURPOSE

While this is included in the documents available on the NCEA website, this one page document must be included in your portfolio in order to make it a stand-alone document.

TAB 3: RESUME

Provide a current resume, including your academic experiences, work experience, and awards or honors received (must be typed or computer generated).

TAB 4: PROFILE OF PROGRAM / AGENCY AND COMMUNITY

Provide a brief description of your program / agency and community (maximum of 1 page).

TAB 5: CASE STUDY

Select and complete one of the Case Study Scenarios, following the directions as described.

TAB 6: STANDARDS AND INDICATORS

While this is included in the documents available on the NCEA website, this one page document must be included in your portfolio in order to make it a stand-alone document.

TAB 7: SUPERVISOR'S ASSESSMENT

Your immediate supervisor must complete this document. Hand written responses are acceptable.

TAB 8: SELF ASSESSMENT

The Self Assessment document must be typed or computer generated, handwritten responses are not acceptable.

A. The applicant must first indicate his or her level of competency by designating a 1, 2, or 3 on the self assessment form for each of the required indicators and the minimum number of optional indicators for each standard. The applicant will then address each indicator with a brief written statement describing how he or she has met each indicator. Following the brief written statement, identify appropriate appendix items that support the statement. Appendix items may include but are not limited to:

- Certificates of completion or attendance for classes, seminars or workshops, etc.
- College transcripts that identify specific coursework that applies to the standard indicator being addressed.
- Letters of confirmation or letters of support addressing a specific standard indicator.
- Personal work the applicant has completed (e.g. program catalog, activity flyer, fund raising campaign literature, planning documents, strategic plans, position paper, etc.).

- Articles in local newspaper identifying applicant and activity that relate to standard indicator being addressed (e.g. the applicant received an award from the Chamber of Commerce for the successful partnership).
 - Awards, certificates of recognition, etc. received (provide photocopy, do not send original documents).
 - Organization Advisory Council minutes which verify applicant's involvement or participation.
- B. Candidates may draw from other life experiences, including the experiences in the narrative and / or as a reference in the appendix (e.g. previous work experience, involvement in other community service organizations, volunteer work, etc.).
- C. Several examples are listed below showing the format to complete and document each standard and indicator:

Standard #1: PROGRAM DEVELOPMENT FUNCTION

1 A. Knowledge of history and philosophy of Community Education *(indicator)*

- I attended a one week intensive leadership institute at the National Center for Community Education, where I learned about the history and philosophy of Community Education.
Reference: Appendix #1: NCEA Certificate of Completion, Fall 2001
- Have made numerous Community Education presentations at the following professional conferences: National Community Education Association (NCEA), Minnesota Community Education Association (MCEA), and local consortium meetings among neighboring school districts.
Reference: Appendix #2: NCEA Program, Fall 2004
Reference: Appendix #3: MCEA Program, Fall 2004
Reference: Appendix #4: Northern Lights Consortium program agenda, Fall 2002
- Worked professionally in the field since 2000; and served in numerous leadership capacities on the local and state level.
Reference: Resume

Standard #3: PERSONNEL FUNCTION

1 G. Human Relations Skills; ability to solve problems and develop teams *(indicator)*

- Served as President of the Liberty County Programmers Association (LCPA) in 2003. Responsible for organizing and conducting board meetings.
Reference: Appendix #40: LCPA 2003 Annual Report
- Chaired or Co-chaired the following committees of the Liberty County Programmers Association (LCPA):
 - Annual Conference Committee (twice)
 - Membership Committee
 - Marketing Committee
 - New Directions CommitteeReference: Appendix #41: Letter of Congratulations, Jim Smith, County Administrator
Reference: Appendix #42: Award of Excellence from LCPA, 2004

Standard #4: PUBLIC RELATIONS FUNCTION

1 A. Promotion/marketing *(indicator)*

- Promotion is our "middle name" in the Westonka Community Education and Services program.
Reference: Appendix #48: Community Preschool, flier
Reference: Appendix #49: "Out of This World Adventures," school age care flier
Reference: Appendix #50: Wolf Ridge, environmental education flier
Reference: Appendix #51: Community Education and Services Catalog
Reference: Appendix #52: Newspaper article featuring new classes
- Participated in several workshops with topics specifically related to developing quality promotional materials and marketing programs.
Reference: Appendix #53: Unique Selling Proposition, model
Reference: Appendix #54: CEU "That's Community Ed: Making it Happen"

Standard #5: GOVERNANCE FUNCTION

1 A. Knowledge of applicable federal and state laws (indicator)

- I have been employed as a professional program leader for the past eight years in the State of Kentucky (see resume), have taken a graduate level course in school law, and regularly attend workshops addressing legal issues for public school administrators.
Reference: Appendix #64: University of Kentucky Transcript, Fall 1999
Reference: Appendix #65: CEU, KY Ass'n of School Administrators, Winter 2000
Reference: Appendix #66: CEU, KY Ass'n of School Administrators, Spring 2001
- Work with Community Education Director and department leadership team in developing new and updating current school board policies and administrative regulations related to the operation of the school district for submission to the Superintendent for consideration. Example: new legislative requirement for the implementation of Criminal History Background Checks for all school employees.
Reference: Appendix #67: Copy of new state law, Criminal History Background Check
Reference: Appendix #68: Proposed School Board Policy and Procedure
Reference: Appendix #69: Proposed Criminal History Background Check Consent Form
Reference: Appendix #70: Proposed Criminal Background Check Implementation Plan

D. Time limitation on documentation. The APPLE Committee does not place any time limitations on when a standard or indicator was acquired. For example, the applicant may have successfully completed college coursework in school law 15 years ago, and this is documented on the applicant's college transcript as an appendix item.

TAB 9: APPENDIX:

- A. Use of Appendix items: The Peer Review Team will be interested in the breadth and depth of acquired skills and experiences. While appendix items may be used more than once, it is strongly recommended that you limit the use of the same appendix items for multiple standard indicators.
- B. It is required that all appendix items are sequentially numbered in the order in which they are referenced in the narrative. After all documents have been identified, a Table of Contents must be prepared and included as the first page of this tab. On the rare occasion that an appendix item is used more than once, use the original appendix number.
- C. All supporting documentation may include photocopies. Do not send one-of-a kind originals!

III. INCOMPLETE PORTFOLIO

If the APPLE Committee Chair deems that an applicant's portfolio is incomplete, the applicant will be notified and will not be able to participate in the Peer Review process. The applicant has one year to make the corrections as identified by the Peer Review Team.

IV. PEER REVIEW TEAM INTERVIEW

A three person Peer Review Team will meet with the candidate to review the portfolio and assess the competency of the applicant in successfully achieving the standards and indicators.

V. UNSUCCESSFUL PEER REVIEW

There are some instances when applicants have not completed the APPLE process completely (e.g. their documentation did not support attainment of a standard indicator or the Peer Review interview did not sufficiently demonstrate an applicant's successful completion of a standard indicator). If a determination is made that the applicant has not successfully completed the APPLE process, the Peer Review Team will specify what the applicant needs to address. This information will be shared with the applicant prior to the end of the conference.

The applicant will have one year to complete requirements as specified by the Peer Review Team. A second Peer Review will be held the following year to confirm successful completion of the requirements as specified by the committee. If the applicant is unable to complete the process in the stated time parameters, the applicant will not have completed the process. An extension, under mitigating circumstances, as determined by the APPLE Committee Chair in consultation with the NCEA Executive Director or designee and Peer Review Team, may be agreed upon. If an extension is not granted, the applicant will have to re-submit a portfolio at a later date and pay the prevailing application fee. The applicant's original fee is not refundable.

VI. VIDEO, AUDIO TAPES, COMPACT DISCS, ETC.:

Video or audio tapes, CD's or other electronic submissions of materials are unacceptable.

VII. USE OF ABBREVIATIONS:

When using abbreviations, identify what they represent the first time they are referenced (e.g. NCEA – National Community Education Association).

VIII. PORTFOLIO SUBMISSION AND REQUIREMENTS - REVIEW

- A. Send four (4) copies to the NCEA by September 15th and bring one (1) additional copy to your Peer Review.
- B. Submit portfolio and documents in an expanded file folder. Three (3) ring binders are unacceptable.
- C. Portfolio is not to exceed 1 inch in thickness.
- D. Submit the APPLE application fee with the portfolio. See website for current fee (www.ncea.com).

IX. PROCESSING OF APPLICANT'S PORTFOLIO

- A. The APPLE Committee Chair will confer with the Executive Director or designee regarding distribution of portfolios to Peer Review Team members.
- B. Each Peer Review Team member will receive portfolios and assignments one month in advance of scheduled peer reviews. Team members shall be responsible for bringing portfolios to annual conference for peer reviews.
- C. Following peer reviews, three (3) portfolios will be returned to the candidate. NCEA will retain the fourth portfolio.