

Illinois Director Credential (IDC) Oral & Written Communication Assessment (Level I) Communication Skills Artifact Collection

IDC Competencies	OWC1: Design and disseminate effective external communication artifacts.
Original Gateways IDC Benchmarks	HRD10, OWC1

Assessment Guidelines

For this assessment, you will provide artifacts from your personal professional contributions which serve as evidence of your strong communication skills, ability to utilize these skills with a variety of audiences and for a variety of professional purposes and ability to communicate using a variety of formats and styles. At least 3 artifacts should be provided (at least one from each category below) and the impact of your contributions summarized in the professional reflection outlined below. Artifacts can include:

- Communication with parents
 - Newsletters
 - Websites
 - Emails
 - social media
- Professional social media participation and curating
 - Facebook
 - Twitter
 - Instagram
 - Linked In
 - Blogs
 - Listservs
 - Pinterest etc.

After choosing your 3 artifacts, reflect on each by summarizing:

- The strengths of the artifact and any feedback received from the audience
- The impact of the artifact and how the choice of communication type best served the audience
- How the communication could be improved, expanded for future use or used in other contexts

Assessment Rubric (pulled from IDC Master Rubrics)

IDC Oral & Written Communication Assessment (Level I): Communication Skills Artifact Collection					
Competency	Distinguished	Proficient	Needs Improvement	Unsatisfactory	Unable to Assess
<p><u>OWC1:</u> Design and disseminate effective external communication artifacts.</p> <p>IDC: OWC1, HRD10</p>	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	

Level I—Beige