

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

IDC Competencies	OWC1: Design and disseminate effective external communication artifacts.
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Assessment Guidelines

For this assessment, you will develop or provide artifacts which serve as evidence of your strong communication and collaboration skills and your ability to utilize these skills with a variety of audiences for varied purposes. Each of your artifacts are expected to demonstrate effective skills, knowledge of the field, and cultural competence. You are required to include one artifact from each category in the following list:

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

After choosing or developing your five artifacts, reflect on each by summarizing:

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

Assessment Rubric

IDC Oral & Written Communication Master Rubric					
Competency	Distinguished	Proficient	Needs Improvement	Unsatisfactory	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)	<p>Formal and informal business correspondence are accurate and well developed.</p> <p>Effective communication skills demonstrated with children and families who are culturally, linguistically, ethnically, socioeconomically, and abilities diverse.</p>	<p>Formal and informal business correspondence are accurate.</p> <p>Effective communication skills demonstrated with children and families.</p>	<p>Formal and informal business correspondence are inaccurate.</p> <p>Effective communication skills are not demonstrated with children and families.</p>	

Level I—Beige