

# CORE COMPETENCIES AND INDICATORS

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

## **1. COMMUNITY EDUCATION CONCEPTS**

- A. Knowledge of history and philosophy of Community Education
- B. Knowledge of principles of Community Education
- C. Knowledge of K-12 support and integration practices
- D. Ability to effectively articulate the Community Education concept

## **2. PUBLIC EDUCATION ORGANIZATION**

- A. Knowledge of school law as it pertains to Community Education
- B. Knowledge of local school district's administrative team and the Community Education administrator's relationship within the organization
- C. Knowledge of professional responsibilities of school boards, superintendents, principals, teachers, and staff
- D. Ability to understand and implement educational policy

## **3. LEADERSHIP SKILLS**

- A. Knowledge of leadership styles
- B. Ability to develop and conduct community leadership training
- C. Ability to effectively plan, develop, and implement a "professional growth and self-improvement plan"

## **4. 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
- I. Knowledge and application of sound fiscal management practices
- J. Knowledge and application of technology used in program and fiscal management

## **5. HUMAN RELATIONS SKILLS**

- 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

- 6. COMMUNITY INVOLVEMENT SKILLS**
  - A. Knowledge of advisory councils, their organization, functions, and development
  - B. Ability to involve advisory councils in addressing community issues
  - C. Ability to use community involvement processes in resolution of community issues
  - D. Ability to involve advisory councils in addressing school issues
  - E. Ability to build collaborative partnerships in the community
  - F. Ability to effectively identify the community power structure (both formal and informal)
  
- 7. STRATEGIC PLANNING SKILLS**
  - A. Ability to develop vision and mission statements
  - B. Ability to develop strategic goals and objectives
  - C. Ability to identify community resources
  - D. Ability to prepare, conduct, and interpret assessments and surveys
  - E. Skills to address needs of various racial, ethnic, and socio-economic subgroups within the community
  
- 8. PUBLIC RELATIONS SKILLS**
  - A. Knowledge and application of marketing and public relations principles, advertising, and promotions
  - B. Ability to impart information about Community Education to various community groups
  - C. Ability to design course descriptions, brochures, bulletins, etc.
  - D. Ability to work with various media resources
  - E. Ability to integrate technology into marketing and public relations efforts
  
- 9. PROGRAM ANALYSIS SKILLS**
  - A. Ability to analyze program enrollments, trends, and patterns of registration behavior
  - B. Ability to conduct cost analysis of programs and events
  - C. Ability to monitor and evaluate programs, activities, and services