

Director of Community Education

Licensure Competencies

A. **Community assessment** Possessing community assessment skills includes the ability to:

- (1) prepare and conduct a survey and tabulate and interpret the results
- (2) conduct interviews with community leaders, inter-agency personnel and residents
- (3) address values and attitudes of various racial, ethnic, and socioeconomic subgroups within the community
- (4) understand the concept that individuals can determine their destiny within a rapidly changing society
- (5) analyze community power structure and its interaction for promoting community growth
- (6) identify the physical, human, civic, social, financial, and cultural resources of the community

B. **Community involvement** Community involvement includes

- (1) skill in the application of the resolution of community issues process
- (2) knowledge of the types of advisory councils and their organization and potential functions
- (3) ability to involve an advisory council in addressing community issues
- (4) knowledge of methods of sustaining community involvement in the community education process
- (5) knowledge of the techniques for developing leadership among community members

C. **Public relations and communications** Public relations and communications includes the

- (1) ability to speak before varied community groups to impart information about and understanding of community education
- (2) ability to identify the media outlets available to local programs and the conditions under which each is used
- (3) skill to develop articles such as publications, newsletters, and program brochures for program dissemination
- (4) ability to articulate the community education concept, its development, implementation, maintenance, and expansion
- (5) knowledge of the process available to identify community wants and needs
- (6) skills necessary to conduct effective meetings and ability to train others to conduct effective meetings

D. **Coordination and cooperation** Coordination and cooperation includes the ability to

- (1) develop strategies for building trust among community groups and between individuals
- (2) participate in mutual goal setting activities with other groups and agencies
- (3) acknowledge and accept the autonomy of various groups and programs

E. **Program management** Program management includes the

- (1) knowledge of the philosophy, mission, purpose, and current rules and regulations for community education programs
- (2) skills necessary to conduct needs assessments, determine educational objectives, select and organize learning experiences, schedule and promote programs, and registration procedures

(3) skills necessary to recruit and provide in-service education to staff members

(4) skills needed to supervise facilities, activities, and personnel

F. **Evaluation** Evaluation includes skills to

(1) evaluate personnel

(2) work with staff in evaluating individual programs

(3) monitor evaluation efforts of staff and consultants for the total community education program

G. **Philosophy and administration of community education**

Philosophy and administration of community education includes knowledge of

(1) the role of the local school district's administrative team and the community education director's place within it

(2) the professional responsibilities of superintendents, principals, teachers, and staff

(3) management styles

(4) management by objectives

(5) history and philosophy of education

(6) general education curriculum development

(7) goal development and achievement and the ability to implement goals

(8) education law as it pertains to community education

(9) education finance as it pertains to community education

(10) the history and philosophy of community education

(11) human relations including intercultural and interpersonal components