KSDE
Government and Public Administration Career Cluster
Pathway (CIP CODE 44.0401:): Government and Public Administration
Course KCCMS #: 43115 (.5 credit)

# Media and Public Relations

*Competency Profile Sheet*

*This course will build skills needed to communicate messages to the public as it relates to topics of concern involving government and public administration. Topics will include conflict awareness, reliability of sources, creating publicity materials, public relations campaigns and working with the media.*

Learner Name: _____ ID_____
Instructor: _____ School Year: 20__ to 20___

**Enrollment Date:** ___/___/___ **Completion Date:** ___/___/___ **Credit Earned:** _____

***I certify that the student received the training in the competencies listed below.***
**Student Signature: _____ Date: ___/___/__**
**Instructor Signature: _____ Date: ___/___/___**

Directions: The following competencies are required for full approval of a course in the Government and Public Administration career cluster. Student abilities are judged by the level in which they achieved each. Use this form to indicate individual achievement.

Rating Scale:
3 Skilled/Works independently
2 Limited skills/requires assistance
1 Underdeveloped skill
0 No exposure/No instruction or training

## Essential Knowledge and Skills

**Academic Foundations**

| Benchmark: 0.1 ***Achieve additional academic knowledge and skills required to pursue the full range of career and postsecondary education opportunities within a career cluster.*** | | 3 | 2 | 1 | 0 |
|---|---|---|---|---|---|
| 0.1.1 | Demonstrate knowledge of basic arithmetic operations such as addition, subtraction, multiplication and division (i.e. cash management, petty cash, spreadsheets, and inventory). | | | | |
| 0.1.2 | Analyze mathematical problem statements for missing and/or irrelevant data. | | | | |
| 0.1.3 | Construct charts/tables/graphs to support written and oral communication/data. | | | | |

**Communications**

| Benchmark: 0.2 ***Use oral and written communication skills in creating, expressing and interpreting information and ideas including technical terminology and information.*** | | 3 | 2 | 1 | 0 |
|---|---|---|---|---|---|
| 0.2.1 | Model behaviors that demonstrate active listening and respond appropriately. | | | | |
| 0.2.2 | Organize oral and written information. | | | | |
| 0.2.3 | Identify assumptions, purpose, outcomes/solutions and propaganda techniques. | | | | |
| o.2.4 | Determine the most appropriate reading strategy for identifying the overarching purpose of a text (i.e. skimming, reading for detail, reading for meaning or critical analysis). | | | | |
| 0.2.5 | Compose written documents clearly, succinctly, and accurately (i.e. multi-paragraph reports, agendas, forms and memos). | | | | |
| 0.2.6 | Demonstrate use of content, technical concepts and vocabulary when analyzing information and following direction. | | | | |
| 0.2.7 | Evaluate and/or critique oral and written documents for accuracy, appropriateness, clarity, relevancy and validity. | | | | |
| 0.2.8 | Use correct grammar, spelling, punctuation and capitalization when preparing written documents. | | | | |
| 0.2.9 | Consider audience and purpose when preparing and editing written documents and oral presentations. | | | | |
| 0.2.10 | Present formal and informal speeches including discussion, information requests, interpretation and persuasive arguments. | | | | |

**Problem Solving**

| Benchmark: 0.3 ***Solve problems using creativity, innovation and critical thinking skills (analyze, synthesize, and evaluate) independently and in teams.*** | | 3 | 2 | 1 | 0 |
|---|---|---|---|---|---|
| 0.3.1 | Analyze data when interpreting operational documents and solving problems (i.e. analyzing and developing budgets). | | | | |
| 0.3.2 | Evaluate conflicting data and/or errors using scientific methods when conducting qualitative and quantitative analysis in areas of government and public services (i.e. health issues, estate planning). | | | | |
| 0.3.3 | Interpret verbal and non-verbal behaviors when communicating/solving problems with clients and co-workers (i.e. respecting cultural differences). | | | | |

**Safety, Health and Environmental:**

| Benchmark: 0.4 ***Understand the importance of health, safety, and environmental management systems and follow organizational policies and procedures and contribute to continuous improvement in performance and compliance.*** | | 3 | 2 | 1 | 0 |
|---|---|---|---|---|---|
| 0.4.1 | Operate technical tools to perform workplace tasks and expedite work flow (i.e. electronic mail, internet applications and publishing software). | | | | |

**Leadership and Teamwork:**

| Benchmark: 0.5 ***Use leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives.*** | | 3 | 2 | 1 | 0 |
|---|---|---|---|---|---|
| 0.5.1 | Exhibit leadership traits (i.e. enthusiasm, creativity, conviction, mission, courage) when leading a group in solving a problem. | | | | |
| 0.5.2 | Exhibit teamwork traits such as compassion, service, coaching others, team development and understanding and appreciating others. | | | | |

**Ethics and Legal Responsibilities**

| Benchmark: 0.6 ***Know and understand the importance of professional ethics and legal responsibilities.*** | | 3 | 2 | 1 | 0 |
|---|---|---|---|---|---|
| 0.6.1 | Practice security and safety when sharing personal information. | | | | |
| 0.6.2 | Evaluate the reliability of information from informational texts, internet web sites and/or technical resources. | | | | |

**Employability and Career Development**

| Benchmark: 0.7 ***Know and understand the importance of employability skills, effectively manage careers and the importance of entrepreneurship skills.*** | | 3 | 2 | 1 | 0 |
|---|---|---|---|---|---|
| 0.7.1 | Demonstrate flexibility and willingness to learn new knowledge. | | | | |

| | | | | | |
|---|---|---|---|---|---|
| 0.7.2 | Interpret information, data and observations and apply information learned to actual practice. | | | | |
| 0.7.3 | Communicate effectively with internal and external customers/clients/employees to foster positive relationships. | | | | |
| 0.7.4 | Model behaviors of a good employee (i.e. reliability, dependability, professionalism). | | | | |
| 0.7.5 | Develop effective internal and external business correspondence what conveys and/or obtains information. | | | | |
| 0.7.6 | Organize a portfolio (electronic or hard copy) for use in demonstrating knowledge, skills and experience (i.e. certificates, licenses). | | | | |

## Technical Skills

Comprehensive Standard:

1.0 ***Use the technical knowledge and skills required to pursue the targeted careers for all pathways in the career cluster, including knowledge of design, operation, and maintenance of technological systems critical to the career cluster.***

| Benchmark: 1. 1 *Analyze career paths in the government and public administration field.* | | 3 | 2 | 1 | 0 |
|---|---|---|---|---|---|
| 1.1.1 | Understand how ideas and information flows through government, public administration the business community and the general public. | | | | |

| Benchmark: 1. 2 *Demonstrate technical skills related to careers in the government and public administration field.* | | 3 | 2 | 1 | 0 |
|---|---|---|---|---|---|
| 1.2.1 | Analyze situations for any appearance of conflict of interest and plan for consequences. | | | | |
| 1.2.2 | Employ government decision-making processes to achieve desired objectives. | | | | |
| 1.2.3 | Obtain data and information from sources recognized to be reliable. | | | | |
| 1.2.4 | Analyze the reliability of data and information from available resources. | | | | |
| 1.2.5 | Analyze situations to determine appropriate communication formats. | | | | |
| 1.2.6 | Prepare arguments, regarding issues or proposals which are professional and diplomatic in presentation. | | | | |
| 1.2.7 | Apply logical reasoning skills and experiences to anticipate counter arguments. | | | | |
| 1.2.8 | Use carefully selected images and figures of speech for reinforcing a position. | | | | |
| 1.2.9 | Recognize and address sources of conflict among constituents through a variety of research techniques. | | | | |
| 1.2.10 | Identify common marketing strategies. | | | | |
| 1.2.11 | Apply persuasive techniques to convince individuals or groups to take desired actions or avoid undesirable actions. | | | | |
| 1.2.12 | Speak publically about an issue of public concern to increase awareness or promote good will. | | | | |
| 1.2.13 | Develop an effective media presentation about an issue of public concern. | | | | |
| 1.2.14 | Demonstrate actions in a diplomatic manner when dealing with people. | | | | |
| 1.2.15 | Plan communication strategies to maintain favorable public perceptions of a policy, organization or individual. | | | | |
| 1.2.16 | Prepare or edit organizational publications for internal and external audiences, including newsletters and reports. | | | | |
| 1.2.17 | Compare and contrast the forms of advertisements and how they can be used in the field of public relations. | | | | |
| 1.2.18 | Analyze the role of advertising agencies in the development of promotional campaigns to promote products/services, organization or individuals. | | | | |
| 1.2.19 | Develop a public relations campaign based upon an organizations objectives, promotional policies and needs to influence public opinion or promote ideas and services. | | | | |