



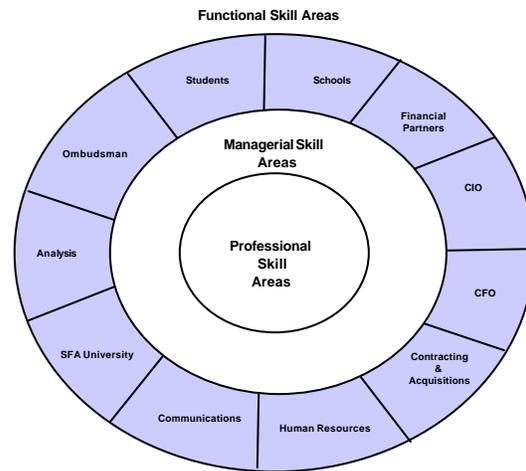
- Draft - Working Paper

SFA University Skill Catalog

SFA University Organization Unit

Functional Skills List:

- Communication Management
- Contract Management
- Learning Design and Development
- Office Administration
- Planning and Budgeting
- Product Knowledge
- Survey and Measurement
- Technology Design And Development
- Technology Planning
- Training Administration
- Training Delivery





- Draft - Working Paper

SFA University Skill Catalog

Communication Management

Develop messages regarding corporate university branding/ marketing, transformation, and SFA University products and services using an understanding of communication theories, concepts and tools.

- Apply communication theories, concepts, and tools to create awareness and educate employees and operating partners about SFA University products and services.
- Develop communication messages aimed at educating employees about SFA's transformation.
- Monitor effectiveness of communications by proactively seeking and analyzing customer feedback and develop appropriate interventions as needed.
- Develop strategies for marketing and branding SFA University as a "Corporate University."
- Create and deliver materials that develop and reinforce SFA University's image as a "Corporate University."

Contract Management

Manage and monitor operating partners performance in accordance with government policies and procedures.

- Apply contract management techniques in accordance with Federal Acquisition Regulations and Departmental contract management concepts, regulations and procedures to align SFA University contracted activities with SFA's acquisition strategy.
- Provide day-to-day management of SFA University contractors and provide direction and clarification of issues as needed.
- Monitor technical, schedule and cost performance and notify Contract Officer of any contract modifications required.
- Collaborate with vendors to identify opportunities to reduce costs associated with acquisition of SFA University technology and contractor services.
- Ensure contractor products and services meet contract standards and proposed outcomes.

Learning Design and Development

Design and develop effective learning programs to address identified learning needs and goals.

- Design learning curriculum based on job tasks and requisite skills.
- Draft measurable learning objectives to represent learning needs and goals.
- Apply learning and performance support theories, concepts and tools to design and develop learning solutions.
- Develop content for learning programs based on previously defined learning goals and subject matter expertise.
- Evaluate effectiveness of learning and performance support solutions and revise materials and approach as needed.



- Draft - Working Paper

SFA University Skill Catalog

Office Administration

Perform administrative practices and support services to increase office effectiveness and efficiency.

- Plan, organize and coordinate and/or perform personnel, budget, travel and other administrative functions vital to SFA University operations.
- Identify administrative procedural problems and recommend improvements.
- Identify and use office automation and telecommunications equipment and information management systems to expedite administrative services.
- Handle inquiries on specific transactions, issues and services in a courteous, thorough and professional manner.
- Prioritize activities and allocates resources to align administrative support with current and projected needs.

Planning and Budgeting

Use rules, appropriate information sources and tools to ensure accurate and timely reporting of business forecasts and budgets.

- Participate in budget forecasting, planning and formulation by creating annual SFA University budgets that adhere to departmental and federal budget formulation procedures and guidelines.
- Apply planning and budgeting techniques, information and data management tools to consolidate budget and forecast data.
- Execute and reconcile SFA University budget activities by tracking the commitment, obligation and expenditure of funds.
- Articulate budget statements and write impact statements justifying funds by analyzing financial data and comparing to plan.
- Evaluate business plans, budgets and IT investment business cases to ensure alignment of SFA University activities with SFA strategic operational goals and objectives.

Product Knowledge

Utilize knowledge of SFA and SFA University's products to address customer inquiries and to enhance training offerings.

- Apply knowledge of SFA's products, services and processes to develop learning and performance support solutions that are effective and add value to both SFA employees and operating partners.
- Utilize knowledge of SFA's and SFA University's products and services to resolve customer inquiries.
- Identify and recommend ways to enhance current SFA products and services.
- Apply SFA product and process knowledge to solicit feedback from employees and customers to improve SFA University's products, services and processes.
- Monitor product/process guidelines and applicable legislation to ensure that SFA University products and services incorporate legislative changes to meet current and future requirements.



- Draft - Working Paper

SFA University Skill Catalog

Survey and Measurement

Apply survey and statistical skills to gather, report, interpret and forecast data on SFA University products and services.

- Design surveys based on discrete measurement objectives to gather information on SFA University products and services.
- Deliver and communicate surveys to maximize response rate and statistical validity of the information gathered.
- Organize data into tabular/graphical forms for analysis and interpretation.
- Apply the appropriate statistical tools to evaluate the effectiveness of SFA University products and services.
- Interpret statistical findings to recommend enhancements to SFA University products and services.

Technology Design and Development

Utilize technology tools to support the development and delivery of SFA products and services.

- Select specific technologies based on defined requirements and identify the costs and benefits of alternatives.
- Balance scope based on product specific requirements and capabilities/limitations of existing technologies and architectures.
- Design and develop technology based learning and performance support tools based on defined learning objectives, product requirements and SFA IT Architecture.
- Test and revise technology based learning and performance support tools to meet specific quality standards.
- Implement and support technology based learning and performance support tools.

Technology Planning

Apply understanding of strategic IT goals and initiatives to identify service improvement and cost reduction opportunities.

- Monitor emerging technologies and business process innovations to identify potential ideas for streamlining and reducing the cost of SFA University technical activities.
- Apply SFA's IT goals and strategic goals to determine feasibility of SFA University technology initiatives.
- Propose and develop business cases for IT initiatives that align to SFA's IT and organizational strategy in accordance with SFA IT Investment Review processes and procedures.
- Participate and contribute to the IT Investment Review Process.
- Ensure SFA University technology initiatives align to the SFA IT Architecture.



- Draft -
Working Paper

SFA University Skill Catalog

Training Administration

Utilize administrative processes and tools to support the registration and fulfillment of training courses.

- Enter and maintain course information to ensure all SFA employees and customers have access to accurate training information.
- Schedule and track training administration from registration through fulfillment and evaluation.
- Gather and interpret training utilization data to plan course offerings and maximize course fulfillment.
- Produce and distribute materials required for training delivery.
- Manage relationships with trainers and training suppliers to provide integrated training experiences.

Training Delivery

Utilize understanding of training delivery and presentation techniques to effectively articulate content to participants.

- Coordinate and guide the exchange of information and ideas in an interactive session designed to meet defined objectives.
- Present information in a clear and concise manner that is at a level appropriate for the audience being trained.
- Utilize and adapt presentation delivery skills (i.e., eye contact, audience awareness, posture, non-verbal behaviors, tone) to deliver training content based on participant verbal and non-verbal feedback.
- Promote training participation and interaction through facilitated discussions and activities.
- Promote acceptance and transference of skills from training to the job by raising and discussing alternatives and examples.