



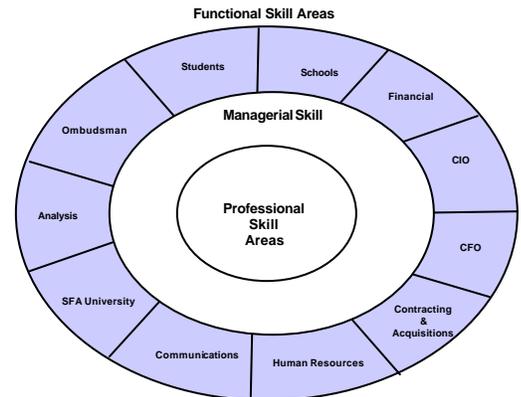
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Communications Skill Catalog

Communications Organization Unit

Functional Skills List:

- Communication Strategy and Planning
- Congressional Inquiries
- Internal Affairs
- Interviewing and Data Gathering
- Multi-Media Specialization
- Office Administration
- Planning and Budgeting
- Policy, Regulation and Legislation Awareness
- Public Relations
- Writing (Business, Journalistic, Creative)





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Communications Skill Catalog

Communications Strategy and Planning

Utilizes communication concepts and techniques to implement strategies for communicating SFA-related information.

Meets Expectations

Exhibits 3 of the 5 behaviors listed for the “Meets Expectations” standard:

- Demonstrates understanding of communications concepts and techniques
- Designs and implements communications strategies to communicate SFA-related information to its various stakeholders
- Aligns communication strategy to goals and objectives of SFA
- Develops standards and brand identity for communication publications and materials
- Evaluates the effectiveness of the existing communication programs and recommend improvements
- Monitors the implementation of communication programs

1. _____

2. _____

3. _____

4. _____

5. _____

Improvement Required

Exhibits less than 3 of the 5 behaviors listed for the “Meets Expectations” standard.



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Communications Skill Catalog

Congressional Inquiries

Develops and executes congressional communications and briefings.

Meets Expectations

Exhibits 3 of the 5 behaviors listed for the “Meets Expectations” standard:

- Demonstrates ability to develop congressional communication strategy
- Demonstrates ability to answer congressional inquiries accurately and completely
- Demonstrates ability to develop and execute briefing materials for congressional staff
- Plans, organizes and facilitates congressional events and briefings

1. _____
2. _____
3. _____
4. _____
5. _____

Improvement Required

Exhibits less than 3 of the 5 behaviors listed for the “Meets Expectations” standard.



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Communications Skill Catalog

Internal Affairs

Develops, executes, and manages an internal communications strategy for SFA.

Meets Expectations

Exhibits 3 of the 5 behaviors listed for the “Meets Expectations” standard:

- Demonstrates ability to develop an internal communications strategy and plan
- Demonstrates ability to create, execute and manage internal communication vehicles
- Demonstrates ability to provide support to Channels and Functional Areas to help them determine their communications resource needs
- Demonstrates ability to act as a creative and professional resource for Channels and Functional Areas using contractors to implement specific, limited public relations or outreach campaigns

1. _____

2. _____

3. _____

4. _____

5. _____

Improvement Required

Exhibits less than 3 of the 5 behaviors listed for the “Meets Expectations” standard.



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Communications Skill Catalog

Interviewing and Data Gathering

Utilizes basic interview and data gathering techniques, principles and methods to obtain appropriate content for inclusion in communications products.

Meets Expectations

Exhibits 3 of the 5 behaviors listed for the “Meets Expectations” standard:

- Demonstrates an understanding of basic interview and data gathering techniques, principles and methods
- Demonstrates an understanding of specific information sources and methods of information gathering to include in communications products
- Interviews sources to obtain appropriate content to include in communications products
- Documents and categorizes information into a useable format

1. _____
2. _____
3. _____
4. _____
5. _____

Improvement Required

Exhibits less than 3 of the 5 behaviors listed for the “Meets Expectations” standard.



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Communications Skill Catalog

Multi-Media Specialization

Utilizes multi-media products, tools, and resources to create art and graphic designs for use as communication tools.

Meets Expectations

Exhibits 3 of the 5 behaviors listed for the “Meets Expectations” standard:

- Demonstrates understanding of multi-media production terminology, tools and resources to support specialized tasks
- Prepares audio/video materials for coverage and postproduction activities
- Demonstrates ability to create art and graphic designs
- Demonstrates technical expertise in the various types of media in the creation and production of SFA information dissemination materials and activities
- Demonstrates ability to utilize the web as a communications tool

1. _____

2. _____

3. _____

4. _____

5. _____

Improvement Required

Exhibits less than 3 of the 5 behaviors listed for the “Meets Expectations” standard.



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Communications Skill Catalog

Office Administration

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

Meets Expectations

Exhibits 3 of the 5 behaviors listed for the “Meets Expectations” standard:

- Demonstrates ability to organize, plan and coordinate administrative functions
- Demonstrates ability to identify administrative procedural problems and recommend improvements that increase effectiveness and efficiency
- Uses knowledge of administration concepts and practices (answering phones, filing, scheduling, etc.) to plan, deliver and manage support services vital to SFA operations

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3. _____

4. _____

5. _____

Improvement Required

Exhibits less than 3 of the 5 behaviors listed for the “Meets Expectations” standard.



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Communications Skill Catalog

Planning and Budgeting

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

Meets Expectations

Exhibits 3 of the 5 behaviors listed for the “Meets Expectations” standard:

- Demonstrates understanding of OMB regulations and overall Federal appropriations process
- Demonstrates understanding of rules, information sources and tools available to prepare and consolidate budgets and forecasts
- Demonstrates understanding of departmental and organizational budget formulation and fund control procedures and guidelines
- Demonstrates ability to apply planning and budgeting concepts ensuring accurate and timely reporting of business forecasts and budgets
- Analyzes and discusses budget implications
- Demonstrates ability to track and reconcile unit budget activities

1. _____
2. _____
3. _____
4. _____
5. _____

Improvement Required

Exhibits less than 3 of the 5 behaviors listed for the “Meets Expectations” standard.



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Communications Skill Catalog

Policy, Regulation and Legislation Awareness

Applies knowledge of Title IV policies, regulations, and legislation to make informed decisions.

Meets Expectations

Exhibits 3 of the 5 behaviors listed for the “Meets Expectations” standard:

- Demonstrates understanding of general policies, regulation and legislation principles, laws and jurisprudence
- Demonstrates ability to use policy, regulation and legislation knowledge appropriately to make decisions that impact the organization

1. _____

2. _____

3. _____

4. _____

5. _____

Improvement Required

Exhibits less than 3 of the 5 behaviors listed for the “Meets Expectations” standard.



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Communications Skill Catalog

Public Relations

Applies public relations and communication techniques to respond to the public/media and promote a positive public image for SFA.

Meets Expectations

Exhibits 3 of the 5 behaviors listed for the “Meets Expectations” standard:

- Demonstrates understanding of public relations and communication terms and techniques
- Gathers facts and information to present and respond to questions from the public/media
- Recognizes and uses internal communication channels appropriately
- Applies knowledge on communication techniques and services to build and maintain a positive public image for SFA and to establish a firm relationship with media and other publics
- Partners with other communication staff to develop consistent and appropriate messages

1. _____
2. _____
3. _____
4. _____
5. _____

Improvement Required

Exhibits less than 3 of the 5 behaviors listed for the “Meets Expectations” standard.



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Communications Skill Catalog

Writing (Business, Journalistic, Creative)

Develops documents communicating information using different techniques for varied audiences.

Meets Expectations

Exhibits 3 of the 5 behaviors listed for the “Meets Expectations” standard:

- Demonstrates understanding of different techniques for writing, such as business, journalistic and creative writing
- Develops documents that effectively communicate to varied audiences while employing the most effective writing style
- Develops complex documents that are clear and concise
- Demonstrates skill in communicating sensitive or controversial messages effectively
- Uses language and style that capture audience's attention

1. _____
2. _____
3. _____
4. _____
5. _____

Improvement Required

Exhibits less than 3 of the 5 behaviors listed for the “Meets Expectations” standard.