**COMPETENCYACTIVITY Form**

**GED 8150: Initial Leadership Assessment**

Name: Curtis Larsen

Term: Spring 2019

1. Identify the area of your ICA where you identified a need to gain more exposure and growth through experiences, skill or knowledge development, or by opportunities for observation. (Include both the competency area and the indicator/sub-competency or competencies.)

7. Community Relations

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| a. Articulate organizational purpose and priorities to community and media |
| b. Request and respond to community feedback |
| c. Demonstrate the ability to build community consensus |
| d. Relate political initiatives to stakeholders - including parental involvement programs |
| f. Understand and respond to news media |

1. Describe the details of an activity that can help gain exposure and growth for this competency and related sub-competencies / indicator(s)

It would be interesting to do some research to understand better our district’s media outreach strategy which could be obtained through interviewing the district’s Executive Director of Communication. Then, I could design some information to share with the community about a specific program in our school. Based on my own expertise, this could be on the immersion program. An opportunity for this would be through our annual celebration of “La Copa Minnetonka.” This celebration is directed toward our immersion community across the district and could be leveraged a little better for community outreach. It would also be interesting to try to get local media to cover this event as an innovative way to celebrate Spanish language and Hispanic cultures.

1. Specifically explain how 4 hours may be allotted for this activity to foster licensure competence.

30 minute interview with our Communications Director. (0.5 hours)

Design a press release for our event. (1 hour)

Work with Director of Curriculum to create a community survey (2 hours)

Survey the community on immersion-related issues during the event (1.5 hours)

1. Identify two desired Learning Outcomes for this experience.

I will be able to create a compelling press release to promote our immersion program and celebration.

I will be able to analyze the data from a community survey to identify levels of community satisfaction with our immersion program that can be shared with leadership.

1. Explain which artifact might provide evidence of competency development.

Press release packet

Survey (Results only upon approval by district)