

Idaho Communications Standards and Learning Indicators

Communications Comm_1: Demonstrate Knowledge of Foundations of Communications

Comm_1.1 Through vocal expression, communicate in a clear, courteous, concise, and correct manner on personal and professional levels.

Lrn_Ind_ID	Learning Indicator
Comm_1.1.1	Express wants, needs and feelings
Comm_1.1.2	Differentiate between and practice correct pronunciation and enunciation
Comm_1.1.3	Select language appropriate to the situation
Comm_1.1.4	Ask questions with confidence to elicit general and/or specific
Comm_1.1.5	Use proper telephone techniques and etiquette
Comm_1.1.6	Organize thoughts to reflect logical thinking before speaking
Comm_1.1.7	Express opinions and discuss issues positively and tactfully
Comm_1.1.8	Use appropriate techniques to organize impromptu speeches and deliver one
Comm_1.1.9	Identify regional and cultural differences in spoken communications
Comm_1.1.10	Plan and present short presentations, individually or as a member of a group
Comm_1.1.11	Prepare, outline, and deliver a short oral presentation with attention to audience, suitable topic, and scope, with preparation including practicing speech on tape
Comm_1.1.12	Prepare visual material to support an oral presentation with attention to audience, site, appropriateness to topic, and necessary equipment to be used
Comm_1.1.13	Demonstrate an awareness and acceptance of international, regional, and multicultural speech
Comm_1.1.14	Exchange ideas in a formal/informal setting
Comm_1.1.15	Participate in group discussion and role playing
Comm_1.1.16	Participate in group discussions for problem resolution
Comm_1.1.17	Identify various roles within the group and practice listening, synthesizing, and restating information
Comm_1.1.18	Organize and lead discussions
Comm_1.1.19	Preside at meetings
Comm_1.1.20	Answer questions in formal and informal situations
Comm_1.1.21	Dictate using recording equipment

Comm_1.2 Obtain and interpret information through reading.

Lrn_Ind_ID	Learning Indicator
Comm_1.2.1	Establish a vocabulary
Comm_1.2.2	Read for enjoyment and appreciation
Comm_1.2.3	Read textbooks for information
Comm_1.2.4	Express reading comprehension by restating, annotating, or summarizing
Comm_1.2.5	Retain and interpret information gained through reading
Comm_1.2.6	Apply reading skills to gather information from casual print media
Comm_1.2.7	Obtain appropriate information from graphics, maps, or signs
Comm_1.2.8	Locate and record information from written resources, including current business periodicals
Comm_1.2.9	Analyze the integrity of printed materials
Comm_1.2.10	Read and follow simple directions; evaluate results
Comm_1.2.11	Determine if clarification is necessary in written instructions
Comm_1.2.12	Distinguish between fact and opinion in written materials; identify propaganda and its impact on decision-making
Comm_1.2.13	Expand scope of reading materials to include simple business terms
Comm_1.2.14	Use corporate vocabulary appropriate for entry-level jobs

Idaho Communications Standards and Learning Indicators

- Comm_1.2.15 Expand scope of reading materials to include business-related publications
- Comm_1.2.16 Use contextual clues to recognize word meaning
- Comm_1.2.17 Determine when printed media may have been used out of context to distort reality
- Comm_1.2.18 Use basic research techniques
- Comm_1.2.19 Interpret business correspondence, professional articles, and supporting graphic materials.
- Comm_1.2.20 Interpret information from manuals, computer printouts, and electronic sources
- Comm_1.2.21 Select an appropriate reading method for a particular situation (e.g., skimming, scanning, speed reading, and in-depth reading)
- Comm_1.2.22 Distinguish between literal and inferential statements

Comm_1.3 Communicate in a written format in a clear, courteous, concise, and correct manner on personal and professional levels.

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| Comm_1.3.1 | Discuss the importance of correct spelling, grammar, word usage, mechanics, and legible writing |
| Comm_1.3.2 | Write logical, coherent phrases, sentences, and paragraphs incorporating correct grammar, mechanics, and word usage |
| Comm_1.3.3 | Compose simple requests for information, reports, and summaries; edit and revise written work |
| Comm_1.3.4 | Outline to facilitate logical and understandable written documents |
| Comm_1.3.5 | Use acceptable standards for grammar, mechanics, and word usage |
| Comm_1.3.6 | Write coherent business correspondence, instructions, descriptions, summaries, and reports using appropriate formats |
| Comm_1.3.7 | Proofread documents to ensure correct grammar, spelling, and punctuation |
| Comm_1.3.8 | Distinguish between paraphrasing, documentation, and plagiarism; use proper documentation procedures to avoid plagiarism |
| Comm_1.3.9 | Demonstrate a sensitivity to language bias (e.g., sexist, gender, race, religious, physically challenged, etc.) and avoid use of language bias |
| Comm_1.3.10 | Use note taking skills incorporating critical listening and reading techniques |
| Comm_1.3.11 | Identify factors affecting the readability of text |
| Comm_1.3.12 | Compare drafts to final documents and make editorial changes |
| Comm_1.3.13 | Proofread business documents to ensure that they are clear, correct, concise, complete, consistent, and courteous |
| Comm_1.3.14 | Compose messages that promote positive human behavior |
| Comm_1.3.15 | Use a wide variety of references and resources (both electronic and printed) for the purpose of writing business documents |
| Comm_1.3.16 | Write formal and informal reports using suitable format supported by appropriate graphic aids |
| Comm_1.3.17 | Use the direct or indirect approach in appropriate correspondence situations |
| Comm_1.3.18 | Analyze and respond in writing to routine business problems both individually and collaboratively |
| Comm_1.3.19 | Write business communications that are sensitive to multicultural situations |
| Comm_1.3.20 | Write appropriate messages for specific audiences, i.e., using empathy in a message, or addressing specific needed improvements |
| Comm_1.3.21 | Write business communications that reflect international differences and address current practice and protocol |

Comm_1.4 Students will demonstrate active listening skills.

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| Comm_1.4.1 | Follow oral directions |
| Comm_1.4.2 | Demonstrate courtesy and respect for the speaker through attentive listening |

Idaho Communications Standards and Learning Indicators

Comm_1.4.3	Listen for meaning
Comm_1.4.4	Record complete and accurate telephone messages
Comm_1.4.5	Determine when more information is needed and ask appropriate questions
Comm_1.4.6	Identify relevant information in oral messages
Comm_1.4.7	Listen attentively for the purpose of taking accurate notes or completing forms
Comm_1.4.8	Include nonverbal cues in message interpretation
Comm_1.4.9	Use active listening techniques
Comm_1.4.10	Listen discriminately to separate fact from opinion
Comm_1.4.11	Evaluate media and oral presentations analytically and critically
Comm_1.4.12	Assess and respond to a speaker's nonverbal messages
Comm_1.4.13	Identify and overcome major barriers to listening
Comm_1.4.14	Discuss the value of silence in communication as a nonverbal cue
Comm_1.4.15	Direct courteous attention to multiple speakers within a group to obtain key facts
Comm_1.4.16	Give examples of how nonverbal messages have different meanings in different cultures

Communications Comm_2: Demonstrate Knowledge of Social Communications

Comm_2.1 Demonstrate the development of a positive self-concept through personal appearance and interaction with others.

Lrn_Ind_ID	Learning Indicator
Comm_2.1.1	Analyze personal self-concept and design a program for improvement
Comm_2.1.2	Use courtesy, basic etiquette, and tact when dealing with others
Comm_2.1.3	Discuss personal hygiene and grooming
Comm_2.1.4	Identify characteristics of both negative and positive role models
Comm_2.1.5	List characteristics inherent in a positive attitude
Comm_2.1.6	Demonstrate respect for differences of others
Comm_2.1.7	Apply principles of manners and etiquette in a variety of situations
Comm_2.1.8	Practice simple introductions in a variety of situations
Comm_2.1.9	Initiate conversations with people outside one's inner circle
Comm_2.1.10	Demonstrate confidence through participation in group activities
Comm_2.1.11	Explain the role that self-concept plays in one's personal and professional life
Comm_2.1.12	Exhibit professional behavior in the work environment
Comm_2.1.13	Discuss the impact of careless performance on professional image and job retention
Comm_2.1.14	Discuss the impact of time management practices on one's personal and professional image
Comm_2.1.15	Demonstrate an understanding of and respect for diverse international business manners and etiquette
Comm_2.1.16	Respect and adapt to the perspectives and opinions of the establishment and mature workers in the business environment
Comm_2.1.17	Participate in a shadowing or mentoring program with a positive, professional role model
Comm_2.1.18	Display a positive attitude in personal and professional settings
Comm_2.1.19	Participate in school, community, and/or volunteer activities
Comm_2.1.20	Demonstrate appropriate work ethic in a business environment
Comm_2.1.21	Apply team skills in a business environment
Comm_2.1.22	Use leadership abilities in a business setting
Comm_2.1.23	Establish a work-related network through social contacts
Comm_2.1.24	Differentiate among appropriate business attire (e.g., casual, business-casual, professional business, and formal attire)

Idaho Communications Standards and Learning Indicators

Comm_2.2 Apply basic social communication skills in personal and professional situations.

Lrn_Ind_ID	Learning Indicator
Comm_2.2.1	Define interpersonal communications and human relations skills
Comm_2.2.2	Respect the rights and feelings of others
Comm_2.2.3	Demonstrate proper respect for authority
Comm_2.2.4	Work cooperatively with one's peers and authority figures
Comm_2.2.5	Develop a sensitivity for and awareness of cultural diversity
Comm_2.2.6	Practice tact and courtesy in relationships with peers and authority figures
Comm_2.2.7	Explain the value of interpersonal communications in personal/social relationships
Comm_2.2.8	Model the process for conflict resolution
Comm_2.2.9	Address cultural conflicts and identify appropriate solutions
Comm_2.2.10	Explain the basic principles of group dynamics
Comm_2.2.11	Discuss the types of discrimination and their impact on interpersonal relationships
Comm_2.2.12	Explain the purpose of authority
Comm_2.2.13	Differentiate among passive, assertive, and aggressive behaviors
Comm_2.2.14	Demonstrate appropriate responses to passive, assertive, and aggressive behaviors
Comm_2.2.15	Explain the value and impact of interpersonal relationships in the business environment
Comm_2.2.16	Practice conflict resolution in academic, social, and business environments
Comm_2.2.17	Discuss the negative impact of different types of discrimination
Comm_2.2.18	Apply the principles of group dynamics in structured activities
Comm_2.2.19	Explain the importance of following chains of command
Comm_2.2.20	Discuss discrimination cases and legal precedents

Communications Comm_3: Demonstrate Knowledge of Technological Communications

Comm_3.1 Use technology to enhance the effectiveness of communications.

Lrn_Ind_ID	Learning Indicator
Comm_3.1.1	Demonstrate proper telephone etiquette, including cellular phones
Comm_3.1.2	Demonstrate basic keyboarding and computer functions
Comm_3.1.3	Use basic software applications (e.g., word processing, spreadsheets, etc.)
Comm_3.1.4	Use CD-ROMs, laser disks, videos, and modems for knowledge acquisition
Comm_3.1.5	Project a positive first impression on the telephone
Comm_3.1.6	Use the telephone to gather personal and consumer information
Comm_3.1.7	Use basic functions of databases, spreadsheets, and programming languages by formatting documents
Comm_3.1.8	Refine documents using an electronic spell checker, a thesaurus and a grammar checker
Comm_3.1.9	Use a wide variety of references and research resources such as electronic bulletin boards and information services
Comm_3.1.10	Operate electronic message technologies to include voice mail, conference calls, pagers, and e-mail
Comm_3.1.11	Use computer networks (e.g., communicating computers, Internet, or on-line databases) to facilitate collaborative or individual learning and communicating
Comm_3.1.12	Discuss the use of the following communication systems: WATS lines, LAN systems, cellular technology, and voice recognition dictation
Comm_3.1.13	Enhance documents through the use of advanced layout, design, and graphics production software and scanning hardware
Comm_3.1.14	Address the ethical issues regarding ownership of information generated electronically
Comm_3.1.15	Apply the rules of electronic messaging etiquette

Idaho Communications Standards and Learning Indicators

Comm_3.1.16	Evaluate the select messages which may be addressed best by electronic media
Comm_3.1.17	Incorporate the use of international electronic resources such as the Internet to complete higher level projects
Comm_3.1.18	Use techniques to protect confidential messages that are transmitted via technology to avoid identity theft

Communications Comm_4: Demonstrate Knowledge of Employment Communications

Comm_4.1 Integrate all forms of communication in the successful pursuit of a career.

Lrn_Ind_ID	Learning Indicator
Comm_4.1.1	Write a simple application letter and resume for simulated job opportunities
Comm_4.1.2	Role-play interview situations for simulated job opportunities
Comm_4.1.3	Discuss the importance of an informal personal network in job search strategy
Comm_4.1.4	Use a personal network in the job search situation
Comm_4.1.5	Write a formal application letter, resume, and follow-up letter for job opportunities
Comm_4.1.6	Participate in and analyze mock interviews, emphasizing critical times at the beginning and the end of an interview
Comm_4.1.7	Discuss and demonstrate the importance of appropriate dress in an interview situation
Comm_4.1.8	Respond to mock interview questions
Comm_4.1.9	Complete job application forms
Comm_4.1.10	List and discuss qualities that employers expect in potential employees
Comm_4.1.11	Use correct strategies for accepting or rejecting an offer
Comm_4.1.12	Discuss alternative sources for job placement (e.g., career centers, employment agencies, headhunters, etc.)
Comm_4.1.13	Discuss potential problems with signing employment contracts
Comm_4.1.14	Use established network of professionals to assist in the job search
Comm_4.1.15	Discuss the significance of nonverbal communications in the interviewing process
Comm_4.1.16	Prepare a list of questions to ask interviewer
Comm_4.1.17	Research the job market and specific potential employers
Comm_4.1.18	Discuss appropriate oral and written steps in leaving a job (resignation, down-sizing, exit interview)
Comm_4.1.19	Discuss expectations of an exit interview

Communications Comm_5: Demonstrate Knowledge of Organizational Communications

Comm_5.1 Incorporate appropriate customer-service strategies to communicate effectively with various business constituencies.

Lrn_Ind_ID	Learning Indicator
Comm_5.1.1	Differentiate between internal and external customers
Comm_5.1.2	Discuss the use of customer profiles
Comm_5.1.3	Discuss the importance of the telephone as a customer service tool
Comm_5.1.4	Demonstrate how one might take personal responsibility for customer satisfaction by adopting an entrepreneurial spirit
Comm_5.1.5	Employ appropriate strategies for dealing with dissatisfied customers on the telephone, face-to-face, and in writing
Comm_5.1.6	Establish reciprocal relationships with customers
Comm_5.1.7	Discuss the concept of a comprehensive customer service philosophy
Comm_5.1.8	Define corporate culture; compare and contrast corporate cultures of diverse organizations
Comm_5.1.9	Analyze the impact of company policies and procedures on communications

Idaho Communications Standards and Learning Indicators

- Comm_5.1.10 Demonstrate initiative to do more than the minimum required
 - Comm_5.1.11 List reasons why customers leave the company
 - Comm_5.1.12 Explain the long-term monetary impact of a lost customer
 - Comm_5.1.13 Analyze situations in which technology can positively and negatively impact customer service
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Comm_5.2 Incorporate appropriate standards of personal ethics to communicate effectively with various business constituencies.

Lrn_Ind_ID	Learning Indicator
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| Comm_5.2.1 | Discuss the fact that all organizations are political entities because they distribute the power, resources, and rewards |
| Comm_5.2.2 | Define and discuss office politics |
| Comm_5.2.3 | Express gratitude to colleagues when appropriate |
| Comm_5.2.4 | Discuss the pros and cons of romantic relationships in the workplace |
| Comm_5.2.5 | Discuss the career impact of decisions relating to family and friends |
| Comm_5.2.6 | Discuss sexual harassment and its implications |
| Comm_5.2.7 | Discuss the positive and negative aspects of the "grapevine" |
| Comm_5.2.8 | Promote and gain acceptance for one's ideas and retain credit for them |
| Comm_5.2.9 | Show interest in and support of the ideas of others |
| Comm_5.2.10 | Write personal notes to business colleagues in special circumstances (e.g., congratulations, sympathy, appreciation, etc.) |
| Comm_5.2.11 | Discuss the potential relationship between nonverbal cues and political posturing |
| Comm_5.2.12 | Use assertiveness to overcome feelings of intimidation |
| Comm_5.2.13 | Assess an audience in a social situation and select conversation and behavior accordingly |
| Comm_5.2.14 | Discuss the ramifications of social behavior on professional image |
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Comm_5.3 Incorporate appropriate leadership techniques to communicate effectively with various business constituencies.

Lrn_Ind_ID	Learning Indicator
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| Comm_5.3.1 | Identify effective leader characteristics |
| Comm_5.3.2 | Organize and lead informal groups |
| Comm_5.3.3 | Write short-term personal goals and professional goals |
| Comm_5.3.4 | Explain why each meeting should have a purpose |
| Comm_5.3.5 | Prepare and distribute an agenda prior to the meeting |
| Comm_5.3.6 | Assess the impact of physical environment on meeting success |
| Comm_5.3.7 | Plan, organize, and conduct meetings to achieve identified purpose |
| Comm_5.3.8 | Demonstrate proper parliamentary procedures |
| Comm_5.3.9 | Seek opportunities to practice leadership techniques |
| Comm_5.3.10 | Demonstrate effective consensus building techniques |
| Comm_5.3.11 | Identify and discuss different motivational theories |
| Comm_5.3.12 | Determine the wants, needs, and motives of the audience to identify a motivational strategy |
| Comm_5.3.13 | Use appropriate leadership language that includes optimism, encouragement, and action |
| Comm_5.3.14 | Assume a leadership posture that incorporates confidence, assurance, and conviction |
| Comm_5.3.15 | Lead a brainstorming session |
| Comm_5.3.16 | Discuss behavior alteration techniques |
| Comm_5.3.17 | Discuss reward and punishment theories as they relate to the business setting |
| Comm_5.3.18 | Explain the concepts of employee empowerment |
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Idaho Communications Standards and Learning Indicators

Comm_5.4 Incorporate appropriate supervision techniques to communicate effectively with various business constituencies.

Lrn_Ind_ID	Learning Indicator
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Comm_5.4.1	Participate in group activities in a supervisor position
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Comm_5.4.2	Supervise a group activity promoting team-building concepts
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Comm_5.4.3	Use delegation techniques
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Comm_5.4.4	Discuss supervision as a process for reaching goals through the use of human resources, technology, and material resources
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Comm_5.4.5	Discuss the importance of listening to subordinates
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Comm_5.4.6	Use techniques to provide appropriate feedback
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Comm_5.4.7	Discuss the concept that power is a trust and a responsibility
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Comm_5.4.8	Explain the types of power and identify appropriate uses of each
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Comm_5.4.9	Discuss basic concepts of negotiations
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Comm_5.5 Incorporate standards of personal ethics to communicate effectively with various business constituencies.

Lrn_Ind_ID	Learning Indicator
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Comm_5.5.1	Discuss common types of unethical behavior in the workplace
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Comm_5.5.2	Define ethics and identify the process by which individuals develop the foundation for making ethical decisions
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Comm_5.5.3	Discuss the importance of taking moral responsibility for all oral and written communications and actions taken
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Comm_5.5.4	Solve problems using techniques which include considerations of personal and ethical values
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