

# CORE COMPETENCIES

## ASSESSMENT, EVALUATION, & RESEARCH

The ability to understand the language of assessment, evaluation, and research; collect and analyze different types of data; and communicate the results to drive decision making within the organization.

### SKILL SETS:

- Language of and Use of Assessment, Evaluation, and Research
- Application of Assessment, Evaluation, and Research Frameworks
- Data Collection and Use of Data
- Research Ethics

## FISCAL MANAGEMENT

The ability to create simple and complex budgets, understand funding sources, create systems for monitoring and evaluating budgets, and understand investment strategies.

### SKILL SETS:

- Budget Management and Development
- Budget Oversight Strategies
- Fundraising
- Contract Negotiation and Management

## EVENT MANAGEMENT

The ability to successfully plan and execute high-quality programs with and for campus and external stakeholders.

### SKILL SETS:

- Programming and Event Planning
- Event Operations
- Risk Management

## HUMAN RESOURCES

The ability to manage organizational processes, including human resource needs of staff members, in a consistent and equitable manner.

### SKILL SETS:

- Organizational Development
- Ethical Hiring, Promotion, and Retention
- Training and Development
- Supervision

## FACILITY MANAGEMENT

The ability to successfully create and maintain attractive, safe, fully operable, built environments.

### SKILL SETS:

- General Administration and Management
- Daily Facilities Management
- Facility Planning and Assessment
- Building Design, Construction, and Renovation
- Environmental Management and Sustainability
- Information Technology

## MARKETING

The ability to identify and connect with different audiences and to develop and use effective promotions, communication, and information in multiple media and formats.

### SKILL SETS:

- Principles of Marketing
- Using Data for and from Marketing
- Marketing and Communication Technology



Advancing Campus Community

## ORGANIZATIONAL LEADERSHIP

The ability to develop and communicate a vision so that others commit and take action to fulfill the mission and goals of the organization.

### SKILL SETS:

- Awareness of Self
- Problem Solving
- Conflict Resolution
- Collaboration and Partnerships
- Group Management
- Motivation and Empowerment
- Administrative Acumen

## SOCIAL JUSTICE

The ability to successfully seek understanding and respect for persons of all cultural, social, and ability identities; to create environments that foster inclusive participation of all groups and unconditional human worth; and to advocate for equity and social justice with and for all identities and communities through education, support, awareness, advocacy, and allocation of resources.

### SKILL SETS:

- Understanding of Self, Identity, and Culture
- Institutional Awareness and Communication
- Advocacy

## PLANNING

The ability to identify organizational needs and to initiate strategies aligned with the institutional mission, strategic direction, and values.

### SKILL SETS:

- Establishing Priorities
- Goal Setting
- Strategic Planning
- Preparation for the Unexpected
- Project Management
- Succession Planning

## STUDENT LEARNING

The ability to create educational environments and experiences, grounded in theory and its application to practice, that intentionally provide students with opportunities for development.

### SKILL SETS:

- Knowledge of Student Development Theory
- Application of Theory to Practice

## COMPETENCY AREA THREADS

Threads are common components of the separate core competencies. These threads emphasize these areas in all roles within the union field. The identified threads are:

### COMMUNICATION

The ability to successfully exchange information through verbal and nonverbal symbols and behaviors.

### TECHNOLOGY

The ability to understand the overall intent of and choose from appropriate tools, equipment, and procedures for service delivery and problem solving.

### ETHICS

The ability to develop and maintain integrity.

### EQUITY

The guarantee of fair treatment, access, opportunity, and advancement for all members of our communities, while at the same time striving to identify and eliminate barriers that have prevented the full participation of some groups.