

1. **Career Essentials** - broad life/soft skills valued by employers
  - Requirements-all within a program with at least **one** of the MATC Career Essentials linked to a competency within a course
    - MATC Career Essentials
      - Effective Communication in writing
      - Effective Communication through speaking and listening
      - Mathematical Competency
      - Effective Problem Solving
      - Technology Competency
      - Professionalism
      - Global Awareness
  
2. **Competencies** - major skill or ability that is observable, measurable indicator (one verb), of what a student will be able to do upon completion of the learning experience/assignment.
  - **Requirements** – 2-10 per credit for example, a 3 credit course can have between 6-30 well written competencies
    - Example(s) – *Explain the rationale for using Twitter as a marketing tool.*
  
3. **Criteria** – the acceptable level of achievement. Measurement of how well the learner must perform.
  - **Requirements** – for each competency, at least 2 criteria statements
    - Example(s) - 90% of correct responses....., completed within 180 seconds with 1 error allowed
  
4. **Assessment Strategies** – describe the situation, setting, or format in which the learner’s performance is assessed.
  - **Requirements** – for each competency, at least one assessment strategy needs to be written
    - Example(s) – students will complete a concept map....., write a 2-paragraph critique....., following a demonstration, students will mimic skills learned, after reading chapter 3, students will write a summary.....
  
5. **Learning Objectives** – basis for teaching content, competency broken into specific steps
  - **Requirements** – one verb per objective, minimum of 2 per competency
    - Example(s) – calculate the temperature in Celsius....., describe a feature of.....,