

1. **Career Essentials** - broad life/soft skills valued by employers
 - Requirements-at least **one** of the 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** – minimum of 8 per 80-hour course
 - Example – *Explain the rationale for using Twitter as a marketing tool.*

3. **Criteria** – list the acceptable level of achievement. Measurement of how well the learner must perform.
 - **Requirements** – for each competency, at least 2 criteria statements
 - Examples – must complete test with 90% correct responses....., task is 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
 - Examples – 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.....,