

Facilitated by Gene Semchych and Ann Pedersen
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DACUM Skill Rating Scale

- 1 - Can perform some parts of this skill satisfactorily but requires assistance and/or supervision to perform the entire skill.
- 2 - Can perform this skill satisfactorily but requires periodic assistance and/or supervision.

- 3 - Can perform this skill competently without assistance or supervision.
- 4 - Can perform this skill competently without, assistance with more than acceptable quality, and with initiative/adaptability to unique situations.

DEVELOP MARKETING PLAN A

Define target market A1	Identify buying behaviour A2	Assess marketing trends A3	Describe the product A4	Interpret customer needs A5	Plan marketing campaign A6	Identify stakeholders A7	Solicit feedback from stakeholders A8
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Develop evaluation strategy A9	Apply cost accounting skills A10						
1 2 3 4	1 2 3 4						

IMPLEMENT MARKETING PLAN B

Create promotional materials B1	Distribute promotional materials B2	Evaluate effectiveness B3	Explain campaign to staff and volunteers B4	Develop relationships with media B5	Relate customer needs to management B6
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4

USE TECHNOLOGY C

Apply website maintenance skills C1	Use word processing software C2	Use spreadsheet software C3	Use database software C4	Use e-mail C5	Use presentation software C6	Use internet C7	Use office technology (fax, copier, phone, scanner etc.) C8
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Use projectors C9	Operate sound systems C10	Use graphics software C11	Use contact management systems C12	Use geographical information systems (GIS) C13	Use cell phone C14	Use hand-held radios C15	Describe satellite technology C16
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Use web software C17	Use image management software (i.e. Photoshop) C18	Use cameras C19	Apply keyboarding skills C20	Use sales transaction equipment C21	Operate educational science equipment C22	Operate motor vehicles C23	Operate water craft C24
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Assemble and disassemble displays C25							
1 2 3 4							

**PROVIDE CUSTOMER SERVICE
D**

Demonstrate positive attitude D1	Demonstrate customer greeting skills D2	Evaluate customer satisfaction D3	Assess customer needs D4	Demonstrate a commitment to exceed customer needs D5	Demonstrate attention to detail D6	Demonstrate flexibility D7	Identify and provide resources (maps, brochures, people, services etc.) D8
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Demonstrate a commitment to follow-through D9	Define customer service D10	Assess and respond to visitor flow D11	Display attentiveness D12	Integrate global view with daily detail D13	Solve problems D14	Advise customers of geographical attractions and events D15	Employ customer security practices D16
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4

**DEMONSTRATE COMMUNICATION SKILLS
E**

Apply active listening skills E1	Apply editing skills E2	Demonstrate a variety of writing skills E3	Apply design and graphics skills E4	Manage conflict E5	Use language appropriate to audience E6	Use industry terminology E7	Use presentation skills E8
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Create, describe and work within organizational structure E9	Use non-verbal communication skills E10	Apply dress code E11	Use telephone etiquette E12	Use e-mail etiquette E13	Use fax etiquette E14	Identify audience E15	Define the message E16
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Apply interpretive skills E17	Demonstrate objectivity E18	Integrate organizational goal / values with message E19	Employ a team approach E20	Work independently E21	Manage groups and classrooms E22	Adjust presentation method to audience E23	
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	

**DEMONSTRATE PROFESSIONALISM
F**

Work within personal limitations F1	Demonstrate punctuality F2	Practice personal hygiene and grooming F3	Demonstrate accountability F4	Apply judgement F5	Define and follow policy and procedure F6	Demonstrate respect for diversity F7	Employ respectful workplace practices F8
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Demonstrate a commitment to employer F9	Demonstrate honesty F10	Demonstrate trustworthiness F11	Demonstrate reliability F12	Practice confidentiality F13	Apply legislation and professional standards F14	Demonstrate leadership F15	Demonstrate commitment to lifelong learning F16
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Practice workplace safety (e.g. WHMIS) F17	Practice loss prevention F18	Represent values of organization F19					
1 2 3 4	1 2 3 4	1 2 3 4					

