

# Blueprint – 5. Proficiencies

## Skill and knowledge areas

### **Universal:**

Communication  
Collaboration  
Professionalism/Ethics  
Institutional Knowledge  
Assessment  
Technology

### **Organizational Integrity:**

Student Success  
Strategic Planning  
Culture and Climate  
Valuing Employees  
Managing Change

### **Leadership**

Advocacy:  
Legislative  
Community  
External Boards  
Resource Development:  
Enrollment Management  
Budget and Finance  
Fundraising and Foundations  
Entrepreneurship  
Marketing and Public Relations