

# AppState Careers

APPALACHIAN STATE UNIVERSITY

## EHRA Organizational Competency Guide

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## Accountability

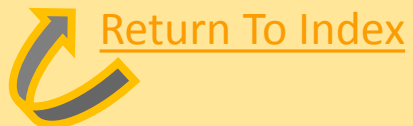
*Ability to be relied upon to ensure that projects within areas of responsibility are completed in a timely manner. Ability to monitor programs and/or activities and take corrective action when necessary.*

### Key Actions

- Prioritize- Define and manage objectives; establish priorities within the department; monitor progress and evaluate results for effectiveness.
- Commit- Accept responsibility for outcome of one's work.
- Inspire- Encourage others to take responsibility; take corrective action in a manner that encourages others to accept responsibility.

### Sample Job Activities

- Produces quality work product.
- Acknowledges and corrects mistakes.
- Reviews others' work for quality.
- Reviews own work product for quality.
- Admits mistakes and refocuses efforts when appropriate.
- Arrives on time; notifies appropriate people when late.
- Meets deadlines.
- Manages time and resources.
- Takes ownership of both quality and unsatisfactory work product.
- Acknowledges contributions to work morale.
- Addresses issues quickly and directly.



## **Adaptability**

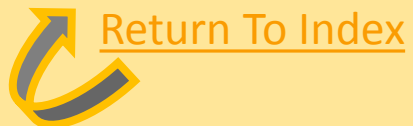
*Ability to maintain effectiveness when experiencing major changes in work tasks or the work environment. Ability to adjust effectively to work within new work structures, processes, requirements, or cultures.*

### **Key Actions**

- Comprehend- Seek to understand changes in work environment as well as the logic or basis for change; look for opportunities to grasp new policies and procedures that accompany the transition.
- Adopt- Approach change with optimism and enthusiasm, view change as an opportunity; speak positively about change.
- Adjust- Modify behavior; incorporate new policies, procedures and assignments that accompany change; effectively navigate new situations that arise as a result of change.

### **Sample Job Activities**

- Adopts new approaches and practices.
- Seeks available support and resources in order to understand change.
- Builds healthy work relationships with new colleagues and leadership.
- Adapts successfully to new work environments.
- Embraces cultural change.
- Adjusts behaviors to effectively navigate changes to work assignments.
- Focuses on benefits of change.



# Advocacy

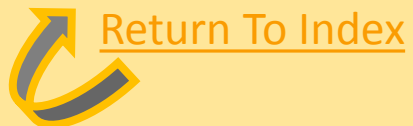
*Ability to develop and present faculty, staff, and organizational interests, ideas, and positions.*

## Key Actions

- Support- Uphold faculty, staff, and organization interests; provide ongoing feedback, coaching, and learning opportunities for others.
- Promote- Champion ideas or positions; proactively promote ideas and positions that address the diverse needs and concerns of the ASU community.

## Sample Job Activities

- Engages in actions that reflect the diverse needs and concerns of faculty, staff and broader ASU community.
- Partners with stakeholders to provide opportunities for faculty, staff and broader ASU community.
- Views contribution of ideas and participation in development opportunities as everyone's duty, regardless of employees job title and level of responsibility.
- Provides resources, removes barriers, and supports those initiating change.
- Champions inclusion activities, strategies, and initiatives.
- Collaborates with others to gain access to resources and to modify processes.

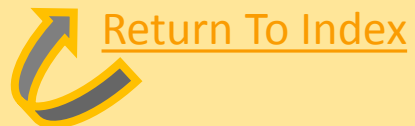


# Analytical Thinking

*Ability to identify issues, obtain relevant information, relate and compare data from different sources, and identify alternative solutions.*

## Key Actions

- Organize-Collect, interpret, arrange and present information; present information in a variety of ways to ensure understanding of objectives.
- Evaluate- Consider the costs, benefits, risks and probabilities for success for proposed objectives; determine if objectives align with organizations strategic plan.
- Implement- Determine the priority of things to be done in order to reach objectives; monitor progress and evaluate results for effectiveness; offer support and feedback to others throughout the workflow.



## Sample Job Activities

- Creates a contingency plan if issues arise.
- Recognizes alternative methods for achieving goals.
- Considers new goals and how they fit into daily workload.
- Gathers information from a variety of reliable resources.
- Determines if an objective is relevant to department or organization's strategic plan.
- Establishes a clear timeline for objectives.
- Reviews others' understanding of objectives.
- Creates strategies to achieve proposed goals.
- Seeks organizational support to accomplish goals.
- Translates goals for broader understanding.

## Attention to Detail

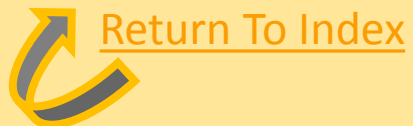
*Ability to accomplish tasks and processes accurately and completely.*

### Key Actions

- Observe- Follow procedures; perform tasks in accordance with department and university policies and procedures.
- Produce- Examine assignments throughout the work process and create work that is professionally tailored.
- Act- Notify appropriate party to address errors in work processes; if appropriate, take initiative to make corrective action.

### Sample Job Activities

- Reviews all parts of a job to ensure quality.
- Completes reports, orders, or other documentation accurately.
- Proofs own work to identify errors or omissions.
- Reviews and edits where necessary all documents to ensure accuracy and completeness.
- Informs appropriate parties of changes in a timely manner.
- Ensures that all details of a task are accomplished.
- Keeps track of many small details without forgetting any.
- Notices errors in work before it is distributed.
- Checks to see that all details in each step of a procedure have been completed.
- Makes sure that correspondence is error free.



# Change Management

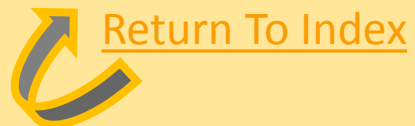
*Ability to plan and implement change initiatives.*

## Key Actions

- Encourage- Promote acceptance; anticipate and acknowledge barriers to accepting change; actively promote benefits of changes.
- Facilitate- Implement change; accurately relay process of change; clearly assign timelines, responsibilities and objectives.
- Adapt- Accept the impact of change and direct self and others accordingly; demonstrate willingness to be flexible.

## Sample Job Activities

- Develops clear plans and strategies for change.
- Actively engages others in change efforts.
- Recognizes a need for change.
- Ensures that staff understands and applies most current procedures.
- Develops communication and implementation plans with a sense of urgency to achieve needed change(s).
- Motivates others to understand, support, and promote changes that result in operational improvement.
- Accepts inconveniences that come with the change process.
- Identifies barriers or potential obstacles to implementing change and coaches staff to develop solutions.
- Promotes change and new situations as opportunities for learning and growth.
- Develops alternative work methods to align with new initiatives.
- Addresses anxieties associated with change in an appropriate fashion.



## Client/Customer Service

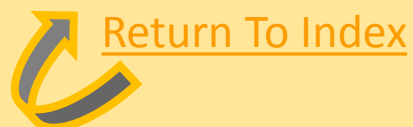
*Ability to develop and maintain strong relationships with clients and customers by listening, understanding, and responding to identified needs.*

### Key Actions

- Competence- Maintain quality service standards and recommend improvements; demonstrate knowledge of unique needs of clients.
- Respond- Respond promptly and accurately to clients based on established policies and procedures; follow up thoroughly.
- Cultivate- Develop and maintain productive and collaborative work relationships in order to facilitate effective service delivery and problem resolution with clients.

### Sample Job Activities

- Provides responsive services/answers tailored to their requirements.
- Explains the application of policies and procedures in terms of client needs and business results and goals.
- Identifies options and makes recommendations within established guidelines to meet competing needs.
- Advocates for the value of program services to the client and how to deliver those services.
- Responds promptly and accurately to clients and follows up to ensure resolution.
- Explains established procedures and practices in terms of client needs and business results and goals.
- Follows up on issues needing policy interpretation with higher-level staff or supervisor and responds back to clients.





## Collaboration/Team Work

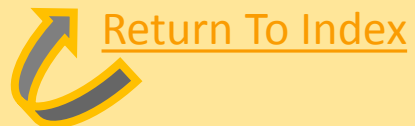
*Ability to develop and use cooperative relationships to facilitate the accomplishment of work goals.*

### Key Actions

- Network- Take time to establish relationships inside and outside of department, building a mutual connection.
- Connect- Look for common ground; connect actions and ideas to common goals and initiatives; solicit support from ASU leadership to promote departmental goals and initiatives.
- Exchange- Make others feel respected and heard; promote the positive exchange of ideas; offer venues for others to be involved in discussions; acknowledges the contribution of others.

### Sample Job Activities

- Cooperates with others to achieve goals.
- Advocates for department goals and initiatives.
- Partners with appropriate leadership to develop support for new initiatives.
- Welcomes input and feedback from all individuals regardless of position.
- Promotes the exchange of ideas and information across departments.
- Encourages participation in development opportunities, wellness programs, campus events, etc.
- Promotes cooperation with other departments.
- Solicits active participations from all team members, including self, to accomplish mutual goals.
- Expresses gratitude for others' contributions.
- Listens to the interests of others.



# Communication

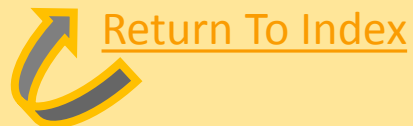
*Ability to clearly and concisely present information to individuals or groups.*

## Key Actions

- Express- Clearly convey information; express ideas clearly and concisely, using the appropriate tone, conventions and media; check in with others to ensure understanding.
- Deliver- Tailor content; deliver presentations suited to the characteristics and needs of the audience; relay information to individuals or groups using a variety of media; choose appropriate venue to relay information.
- Listen- Listen attentively; show understanding through verbal and non-verbal communication; understand the interests of others.

## Sample Job Activities

- Asks clarifying questions.
- Uses the appropriate channels to correspond.
- Provides clear instructions.
- Relays ideas clearly and effectively in individual and group settings.
- Addresses sensitive issues in appropriate venue.
- Follows policies and procedures related to confidential information.
- Demonstrates understanding of content relaying information using proper format and terminology.
- Shows confidence presenting information to broad and diverse audiences.
- Keeps audience's attention.
- Adapts communication style to suit a variety of audiences.
- Reviews correspondence to ensure it is clear, concise and void of errors before delivering.
- Ensures timely relay of information.
- Shows a genuine interest in other people.
- Interacts with others in a positive manner.

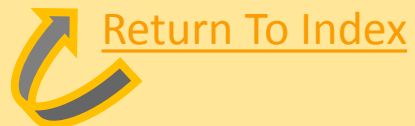


# Decision Making

*Ability to weigh alternative actions and make decisions that incorporate opinions, facts, tangible and/or intangible factors.*

## Key Actions

- Identify- Recognize issues, problems, or opportunities and determine whether action is needed.
- Gather- Identify and collect information to better understand issues, problems, and opportunities.
- Interpret- Integrate information from a variety of sources; detect trends, associations, and cause-effect relationships.
- Generate- Create relevant alternatives for addressing problems/opportunities and achieving desired outcomes.
- Formulate- Choose appropriate action using clear decision criteria; evaluate options by considering implications and consequences; choose an effective option.
- Commit- Make decisions within a reasonable time.
- Involve- Include others in the decision-making process, as warranted, to obtain good information; make the most appropriate decisions, and ensure buy-in and understanding of the resulting decisions.



## Sample Job Activities

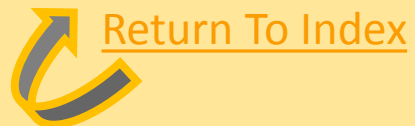
- Selects new products, materials, vendors, or consultants.
- Makes decisions about customers' complaints.
- Makes decisions not directly covered by organizational policies or procedures.
- Informs manager/supervisor/team leader of important issues or problems.
- Informs manager/supervisor/team leader or others in the organization of decisions.
- Anticipates the consequences of decisions.
- Takes action or generates alternative solutions to resolve problems or situations.
- Considers multiple factors (e.g., customers' needs, feasibility, due dates, costs, etc.) when making decisions.

## Developing Others

*Ability to provide employees with the knowledge, skills and abilities to accomplish work and provide career development opportunities.*

### Key Actions

- Collaborate- Establish development goals; work with individuals to identify areas for development, understand need for improvement and set specific development goals.
- Plan- Collaboratively establish development plans; work with individuals to identify options for meeting development goals; explores environmental supports and barriers to development; jointly determine appropriate developmental activities.
- Support- Creates learning environment; secure resources required to support development efforts; ensure that opportunities for development are available; offer assistance to help individuals overcome obstacles to learning.
- Monitor- Give individuals specific feedback on their performance related to established goals.
- Model- Demonstrate appropriate behavior and work/job duties for employee to emulate.



### Sample Job Activities

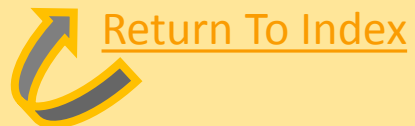
- Involves others in determining developmental goals and actions.
- Helps and encourages others to determine and develop the skills necessary for current and future jobs.
- Designs a formal plan for career development of others.
- Considers others' motivations, interests, and current situations in planning long-range developmental activities.
- Assigns tasks to help others meet career development plans.
- Designs or locates appropriate developmental projects or training programs for others.
- Creates opportunities for on-the-job application of new skills.
- Cross-trains others to broaden experience and develop potential.
- Diagnoses and provides feedback on developmental progress.
- Designs or locates appropriate training programs for others.

## Impact

*Ability to demonstrate assurance and establish a proper first impression, creating an environment of mutual respect.*

### Key Actions

- Impression- Represent the department or organization, make a professional first impression on internal/external customers or other organizations.
- Composure- Display professional demeanor, exhibit a calm appearance; does not appear nervous or overly anxious; respond openly and warmly when appropriate.
- Confidence- Speak confidently, with a self-assured tone of voice; demonstrate faith and trust in the organization.



### Sample Job Activities

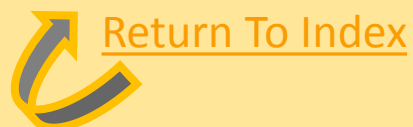
- Meets with people from the community, government, or other organizations for business purposes.
- Hosts visitors and makes a good impression.
- Interacts with external customers or representatives of other organizations.
- Makes initial contact with customers or others in which creating a positive impression on others is important.
- Attends business social functions in which creating a positive impression on others is important.
- Greets visitors from outside the department or organization.
- Dresses appropriately—Maintains professional, businesslike image.

## Initiative

*Ability to take prompt action to accomplish objectives. Ability to take action to achieve goals beyond what is required. Ability to be proactive.*

### Key Actions

- Act- Respond quickly, take immediate action when confronted with a problem or when made aware of a situation.
- Initiate- Implement new ideas or potential solutions without prompting; does not wait for others to take action or to request action.
- Exceed- Go above and beyond, take action in a way that goes beyond job requirements in order to achieve objectives.



### Sample Job Activities

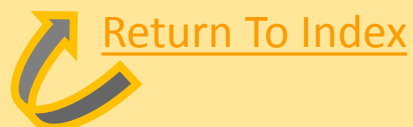
- Performs tasks outside one's area of responsibility to help the department or organization.
- Volunteers for committees or task force assignments that are beyond the normal limits of the job.
- Identifies ways to make a job easier or more productive.
- Takes action on a project without being asked by one's manager/supervisor/team leader.
- Collects extra information that might be useful for reports or meetings.
- Tries a new way to do the job because it might be more productive.
- Questions the way administrative processes are done and suggest changes.
- Questions methods for ensuring quality and make suggestions to improve processes.
- Volunteers to help peers when own workload is small.
- Initiates new methods for keeping customers informed.
- Volunteers to serve on employee-level committees.
- Suggests ways to solve problems, improve workflow, etc., without being asked.

# Innovation

*Ability to introduce new solutions and ideas to the work environment.*

## Key Actions

- Challenge- Identify implicit assumptions in the way problems or situations are defined or presented; see alternative ways to view or define problems; is not constrained by the thoughts or approaches of others.
- Leverage- Draw upon multiple and diverse sources (individuals, disciplines, bodies of knowledge) for ideas and inspiration.
- Expand- Combine ideas in unique ways or makes connections between disparate ideas; explore different lines of thought; view situations from multiple perspectives; brainstorm multiple approaches/solutions.
- Evaluate- Examine numerous potential solutions and evaluate each before accepting any.
- Target- Identify opportunities for innovation and develop solutions that address meaningful work issues.



## Sample Job Activities

- Generates novel solutions to business problems.
- Suggests new ways to apply existing knowledge.
- Develops creative improvements to the organization's products/services.
- Creates novel combinations of existing products/services to meet new opportunities.
- Looks beyond tried-and-true methods of solving problems.
- Recognizes opportunities to use new/unusual ideas.
- Develops creative improvements to organization's processes/procedures.
- Creates novel combinations of existing processes/procedures to solve business problems.
- Seeks ongoing improvements to organization's processes/procedures.
- Solves a new problem with little background information.



# Integrity

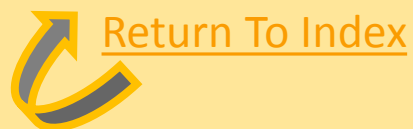
*Ability to maintain social, ethical, and organizational norms. Ability to firmly adhere to codes of conduct and ethical principles.*

## Key Actions

- Honesty- Maintain confidentiality; Report or addresses inaccuracies, unethical actions, or prohibited actions.
- Ethics- Embody the values, principles, and ethics of the University; Contribute in a positive manner to a safe and productive work environment.
- Compliance- Uphold policies regarding harassment, discrimination, and workplace violence.

## Sample Job Activities

- Maintains confidentiality with customer, client, or organizational information.
- Complies with University personnel policies, including prohibitions on harassment, discrimination, and workplace violence.
- Chooses ethical actions, even under pressure.
- Avoids situations considered inappropriate or that present a conflict of interest.
- Holds self and other accountable for ethical decisions.
- Addresses unethical actions directly through proper channels.
- Treats all people with dignity and respect.



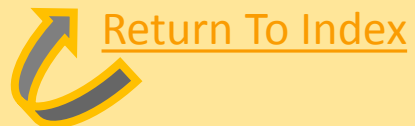


# Leadership

*Ability to coordinate, facilitate and participate in a collaborative approach to the complete tasks or assignments.*

## Key Actions

- Cultivate- Provide mentoring and coaching opportunities; delegate projects in order to develop others; review performance expectations, follow through to see if expectations are understood; connect others to development opportunities across campus.
- Mediate- Resolve difficult situations, address performance and employee relations issues promptly, honestly, ethically and in accordance with University Policy.
- Motivate- Inspire enthusiasm and dedication toward visions and objectives.



## Sample Job Activities

- Provides open honest feedback.
- Lets others take the lead in a safe environment.
- Actively acknowledges and rewards others for their contributions.
- Delegates challenging work that will motivate team members.
- Provides direction and meaning to staff/faculty assignments.
- Encourages continuous learning.
- Communicates vision in a way that fosters excitement and enthusiasm in team.

# Leading/Living The Vision And Values

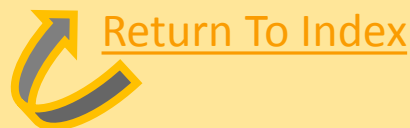
*Ability to place organization's vision and values at the basis of decision-making and action.*

## Key Actions

- Communicate- Convey the importance of the vision and values; helps others understand the organization's vision and values and their importance.
- Motivate- Move others to action; translates the vision and values into day-to-day activities and behaviors; guide and motivate others to take actions that support the vision and values.
- Model- Take actions, make decisions, and shape team or group priorities to reflect the organization's vision and values.

## Sample Job Activities

- Sets the tone through own actions in creating an environment where ideas can be shared, questions can be asked, and individuals are accountable for their own actions.
- Highlights the organization's purpose and future direction to all staff so they can do their jobs more effectively.
- Encourages open discussion of plans for future action and the reasons behind the plans.
- Shows passion for organization's products or services.
- Ensures that individual's goals and performance are aligned with organization's vision and values.
- Compares own decisions and actions to the vision to ensure alignment.
- Clarifies for others what they can do to demonstrate the organization's vision and values.
- Paints a vivid picture in words and actions to show what the vision and values mean to all employees.
- Conveys business directions for the organization.

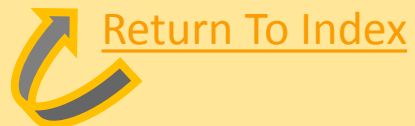


# Planning and Organizing

*Ability to create an effective and efficient method to accomplish work operations and objectives.*

## Key Actions

- Prioritize- Identify more critical and less critical activities and assignments; adjust priorities when appropriate.
- Determine- Identify project/assignment requirements by breaking them down into tasks; identifying equipment, materials, and people needed; and coordinating with internal and external partners.
- Schedule- Allocate appropriate amounts of time for completing own and others' work; avoid scheduling conflicts; develop timelines and milestones.
- Leverage- Take advantage of available resources (individuals, processes, departments, and tools) to complete work efficiently.
- Focus- Use time effectively and prevent irrelevant issues or distractions from interfering with work completion.



## Sample Job Activities

- Plans use of own time to accomplish a variety of tasks.
- Schedules own work so that the most important work gets done.
- Schedules work with other departments or areas.
- Prepares plans for projects or major assignments.
- Develops timetables or milestone charts for projects.
- Schedules meetings with peers, employees, internal/external customers, vendors, or others.
- Adjusts schedule based on priority situations that occur throughout the week.
- Advises others and coordinates their schedules to address priority customer issues.
- Coordinates own time and priorities with the needs of customers and others.
- Knows and relies on the "experts" in various departments who can solve and address special problems.
- Plans own work schedule with little or no supervision or guidance.
- Prioritizes time and financial (corporate) resources.
- Puts together and executes project plans.

# Problem Solving

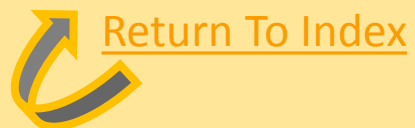
Ability to identify and understand issues, problems, and opportunities.

## Key Actions

- Identify- Gather information needed to clarify a situation or to develop a solution.
- Facilitate- Resolve and/or develops recommendations for issues and problems.
- Enable- Help others understand situations and reach solutions.

## Sample Job Activities

- Consults appropriate parties to gather information or clarify a problem.
- Contributes to change initiatives.
- Develops course of action to resolve issue.
- Seeks opportunities to make processes more efficient.
- Encourages others to offer solutions.
- Shares information, advice, and suggestions to help others understand issues, develop new solutions and facilitate action.

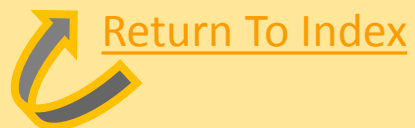


## Resilience

*Ability to handle disappointment and/or rejection while still working effectively.*

### Key Actions

- Emotional control – Express emotions in a manner that is professional and appropriate for setting even when confronted with challenging situations; focus energy on situations that they can impact, not situations outside of their control.
- Perspective – Analyze set-backs in context of work environment, not as a negative reflection of ability or self-worth; View setback, failures and mistakes as opportunities to learn.
- Support- Utilize resources; recognize the importance of support and guidance when facing challenges; solicit support when needed.



### Sample Job Activities

- Responds constructively to setbacks.
- Sets achievable goals.
- Views challenges as an opportunity.
- Views setbacks as temporary rather than permanent.
- Establishes a healthy professional network.
- Offers support and accepts support from others

## Safety Awareness

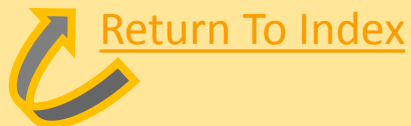
*Ability to promote a culture of safety for employees by establishing work processes that are free from safety and health hazards, taking corrective action.*

### Key Actions

- Identify- Identify hazardous working conditions and safety problems; check equipment and work environment.
- Act- Address unsafe working conditions; engage in safety and emergency procedures; comply with and procedures.
- Monitor- Actively assess work environment; update polices and procedures to maintain safety and prevent hazardous incidents; Keep others informed of up to date emergency polices and procedures.

### Sample Job Activities

- Addresses unsafe work conditions.
- Identifies and reports hazardous working conditions and faulty work equipment.
- Documents unsafe work conditions and practices.
- Regularly and thoroughly maintains equipment.
- Reviews safety training materials.
- Ensures that all employees understand and follows safety/emergency policies and procedures.
- Regularly participates in emergency drills.
- Ensures new employees have proper safety training.
- Posts the safety/emergency policies and procedures in work areas.
- Formally reviews safety/emergency policies and procedures.
- Trains employees on how to recognize and report hazardous conditions.



# Stress Tolerance

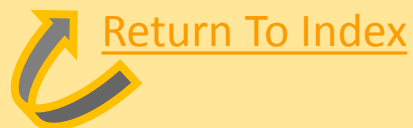
*Ability to manage stressful situations in a manner that aligns with organization's mission, values and polices.*

## Key Actions

- Focus- Maintain productive work environment when under stress.
- Optimism- Stay positive, presents positive attitude to maintain healthy work environment when under stress.
- Contribute- Create and maintain healthy work environment; address conditions that create stress; establish work environment that promotes physical and mental health;
- Support- Reacts with empathy toward coworkers when they are experiencing stress.

## Sample Job Activities

- Appropriately handles stressful situations.
- Effectively navigates new situations.
- Appropriately addresses personal conflicts or arguments, employee relations and customer complaints and concerns.
- Represents organization positively, even when addressing challenging individuals and circumstances.
- Creates positive work life balance; communicates support, if needed.
- Addresses and accepts interruptions in work environment.
- Reacts appropriately to challenging customers, last minute assignments and emergencies.

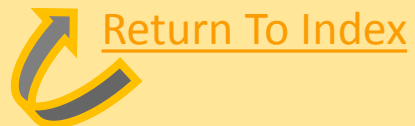


## Supervision

*Ability to recruit, select, counsel, discipline, establish performance standards, and evaluate performance of employees to retain a diverse workforce.*

### Key Actions

- Engage- Inspire enthusiasm and dedication toward visions and objectives; motivate individual employees to reach their highest potential.
- Administer- Ensure compliance with department and ASU policies and procedures; keep informed of new policies and policy modifications that relate to professional knowledge area.
- Guide- Monitor and assess work, provide feedback and provide technical supervision.
- Cultivate- Ability to develop knowledge, skills, and abilities of employees and plan for and support employees in career development opportunities.



### Sample Job Activities

- Takes action to improve moral issues.
- Presents information in a way that energizes group.
- Understands the key policies, practices, and procedures related to professional knowledge area.
- Complies with university policies and regulations.
- Assists others.
- Provides effective coaching.
- Offers professional development opportunities.
- Supports others who seek development opportunities through recognition and reinforcement.
- Recognizes and reinforce employees efforts to achieve goals.



# Tenacity

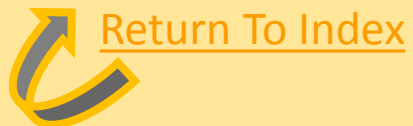
*Ability to continue working on an assignment until complete or until establishing concretely that the objective is no longer attainable or relevant.*

## Key Actions

- Persevere- Continue work efforts even when presented with unforeseen challenges or obstacles.
- Redirect- Effectively transition to new objectives and goals after determining previous objective is no longer attainable or relevant.

## Sample Job Activities

- Sticks with plan until the desired objective is achieved or no longer attainable.
- Commits to meeting goals and targets set.
- Works on obtaining goals despite obstacles or problems.
- Takes responsibility to see something through to the end.
- Determines whether results have been achieved and/or if pursuing goal is still a valuable use of time and resources.
- Regularly presents ideas for review or action.



## Valuing Diversity

*Ability to appreciate and leverage the capabilities, insights, and ideas of all individuals; working effectively with individuals of diverse style, ability, and motivation.*

### Key Actions

- Foster- Encourage the contribution of ideas, opinions, and insights from varied backgrounds and cultures; maximize the talents of each individual.
- Develop- Seek greater understanding and knowledge of different cultures and backgrounds.
- Advocate- Take action to increase diversity in the workplace; report discriminatory actions; challenges institutional discrimination.
- Respect- Reflect on own biases and modify behaviors to promote an environment of inclusion; take action based on an understanding of individual differences.

### Sample Job Activities

- Attends diversity training.
- Participates in local diversity efforts.
- Supports diversity initiatives.
- Takes action or seek appropriate resources when issues arise.
- Recruits, develops and retains individuals from varied backgrounds and cultures.
- Communicates the value of diverse perspectives.
- Fosters an environment of inclusion where the exchange of diverse views is valued.
- Demonstrates understanding and respect of varying racial, ethnic, religious and social groups.
- Conducts programming with diverse audiences.
- Incorporates demographic, economic, human service and environmental data into educational programs and services.
- Ensures that program content reflects and values all people.

