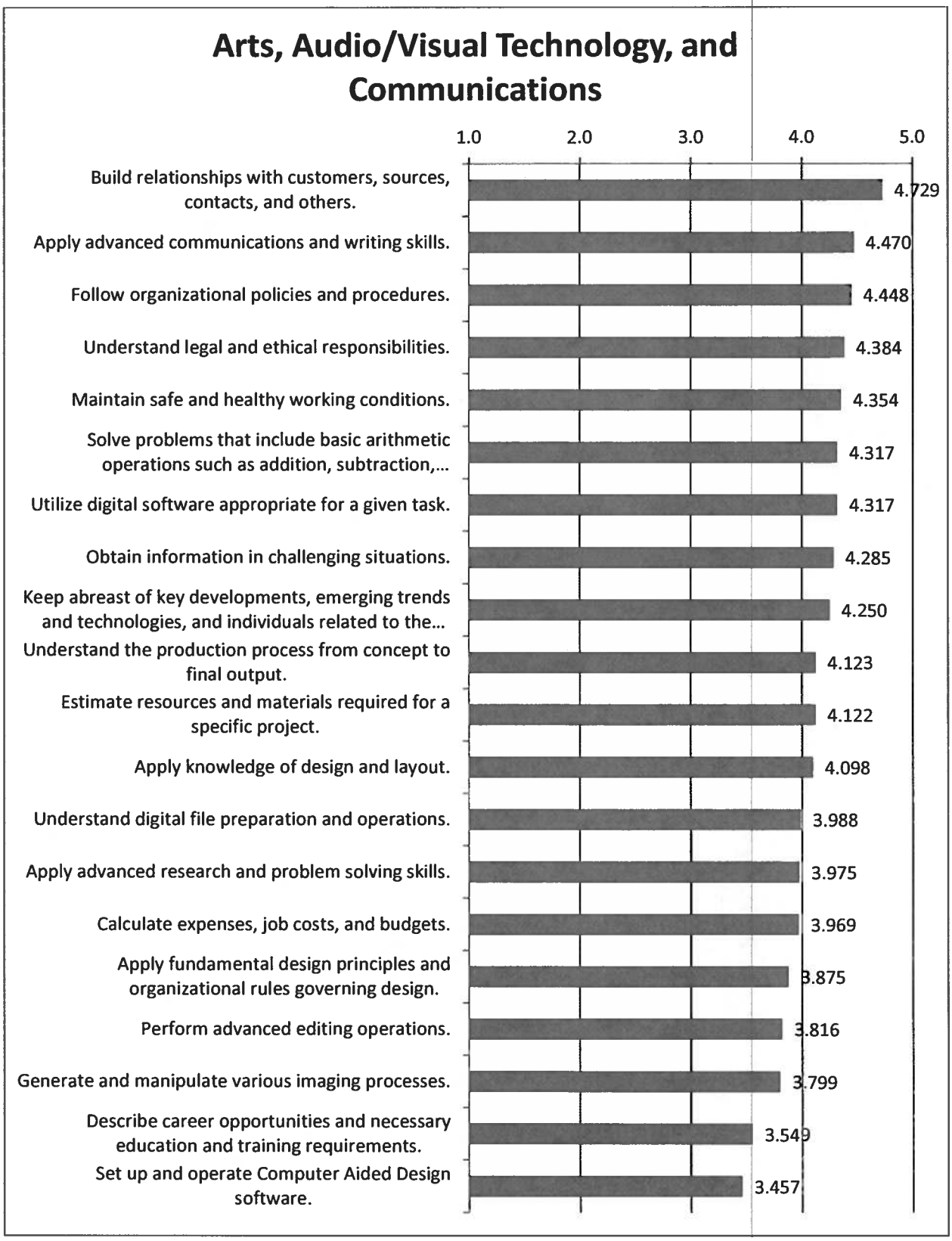
II. Arts, Audio/Visual Technology, and Communications



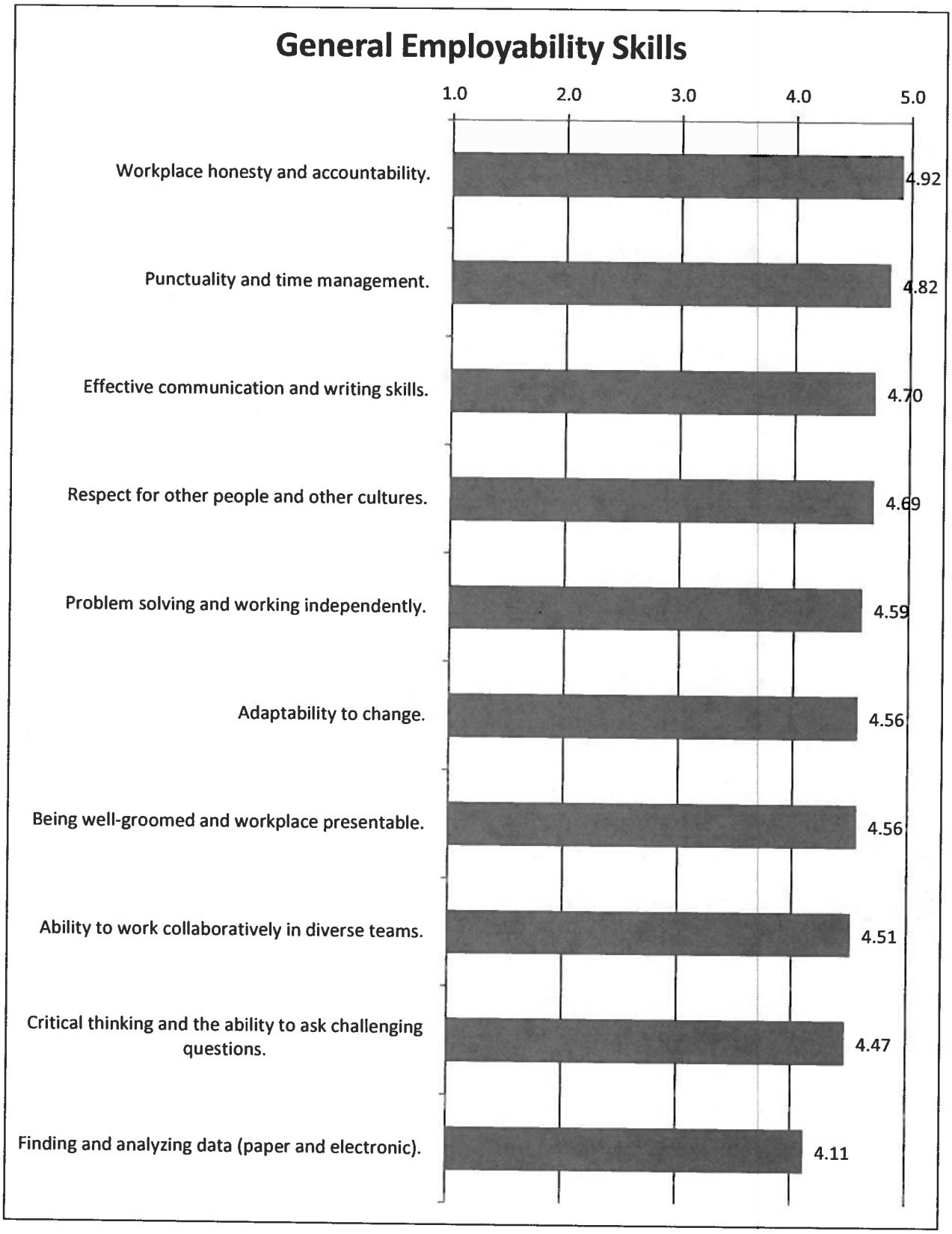
Arts, Audio/Visual Technology, and Communications

Skill/Knowledge Set	Mean	Minimum	Maximum	Mode	Standard Error of Mean	Valid N
Build relationships with customers, sources, contacts, and others.	4.729	1	5	5	.046	166
Apply advanced communications and writing skills.	4.470	1	5	5	.067	164
Follow organizational policies and procedures.	4.448	1	5	5	.066	165
Understand legal and ethical responsibilities.	4.384	1	5	5	.074	164
Maintain safe and healthy working conditions.	4.354	1	5	5	.072	164
Solve problems that include basic arithmetic operations such as addition, subtraction, multiplication, and division.	4.317	1	5	5	.078	164
Utilize digital software appropriate for a given task.	4.317	1	5	5	.080	164
Obtain information in challenging situations.	4.285	1	5	5	.072	165
Keep abreast of key developments, emerging trends and technologies, and individuals related to the industry.	4.250	1	5	5	.077	164
Understand the production process from concept to final output.	4.123	1	5	5	.092	162
Estimate resources and materials required for a specific project.	4.122	1	5	5	.077	164
Apply knowledge of design and layout.	4.098	1	5	5	.093	164
Understand digital file preparation and operations.	3.988	1	5	5	.090	163
Apply advanced research and problem solving skills.	3.975	1	5	5	.090	163
Calculate expenses, job costs, and budgets.	3.969	1	5	5	.091	163
Apply fundamental design principles and organizational rules governing design.	3.875	1	5	5	.091	160
Perform advanced editing operations.	3.816	1	5	4	.090	163
Generate and manipulate various imaging processes.	3.799	1	5	5	.096	164
Describe career opportunities and necessary education and training requirements.	3.549	1	5	4	.094	164
Set up and operate Computer Aided Design software.	3.457	1	5	5	.107	162

Suggested Additional Skills and Other Responses

Comprehending data formats and conversion
Understand legal issues around IP
Ability to listen and understand the needs of clients/customers
Familiarity with Social Media
These need to be more specific within the discpline in this area
Read like crazy
Well rounded education
speaking/presentational skills
these responses seem to be for management, the responses for employees would be different
Document procedures
Prioritize multiple orders within the production process
project great image
Understand various artforms necessary in software design
Strong reading skills
Date all documents
Accurately interpreting specs of a job
Understanding of end user needs and desires
Strong work ethic
Another person to sign off on document

I. General Employability Skills



General Employability Skills

Skill/Knowledge Set	Mean	Minimum	Maximum	Mode	Standard Error of Mean	Valid N
Workplace honesty and accountability.	4.92	1	5	5	.009	2173
Punctuality and time management.	4.82	1	5	5	.011	2172
Effective communication and writing skills.	4.70	1	5	5	.014	2179
Respect for other people and other cultures.	4.69	1	5	5	.015	2169
Problem solving and working independently.	4.59	1	5	5	.015	2163
Adaptability to change.	4.56	1	5	5	.015	2179
Being well-groomed and workplace presentable.	4.56	1	5	5	.016	2178
Ability to work collaboratively in diverse teams.	4.51	1	5	5	.017	2180
Critical thinking and the ability to ask challenging questions.	4.47	1	5	5	.016	2172
Finding and analyzing data (paper and electronic).	4.11	1	5	5	.021	2175

Suggested Additional Skills and Other Responses	Frequency
Creativity	19
Ability to learn new skills or improve upon skills	22
Other	23
Leadership skills & ability to follow directions	44
Flexibility	55
Adhere to workplace ethics & rules (Being responsible)	99
Communication, Cooperation, Collaboration	120
Attitude (positive, take initiative, motivated, etc.)	121
Being effective and efficient	129
Competent in necessary skills	217