

The General Competencies

Before considering the role-specific competencies, it is important to understand that all roles include some level of the following general competencies. In the major roles such as Instructional Designer, Instructor/Facilitator, Administrator and Technology Expert, I emphasize the top ten general competencies as being essential. Notice that five of the top ten are related to communication and three are related to instruction or pedagogy. The importance of number two, Basic Technology Knowledge, however, cannot be overstated; it is now apparent that all roles must have good technology skills regardless of the primary responsibility.

General Competencies Assigned by Panel Members to All Roles

Rank	Competency Name	Category*
1	Collaboration/Teamwork Skills	Comm
2	Basic Technology Knowledge	Tech
3	Interpersonal Communication Skills	Comm
4	English Proficiency	Comm
5	Knowledge of DL Field	Inst
6	Writing Skills	Comm
7	Questioning Skills	Comm
8	Skills in Development of Collaborative, Student Focused Learning Environment	Inst
9	Adult Learning Theory	Inst
10	Knowledge of Support Services	Mana
11	Feedback Skills	Inst
12	Organizational Skills	Mana
13	Technology Access Knowledge	Tech
14	Planning Skills	Mana
15	Software Skills	Tech
16	Knowledge of Intellectual Property, Fair Usage & Copyright Regulations	Mana
17	Facilitation (Discussion) Skills	Inst
18	Public Relations Skills	Mana
19	Multimedia Knowledge	Tech
20	Presentation Skills	Inst
21	Consulting Skills	Mana
22	Evaluation Skills	Inst
23	Group Process Skills	Comm
24	Editing Skills	Comm
25	Project Management Skills	Mana
26	Change Agent Skills	Mana
27	Negotiation Skills	Comm
28	Needs Assessment Skills	Inst
29	Data Analysis Skills	Misc
30	Personal Organization Skills	Mana

Williams, P. (2003). Roles and Competencies for Distance Education Programs in Higher Education Institutions. *The American Journal of Distance Education* 17(1), 45-57.