RED RIVER COLLEGE
OF APPLIED ARTS, SCIENCE AND TECHNOLOGY

School of Business and Applied Arts

RPL RESOURCE GUIDE

Communications 3

Course Number: COMM-2074
Course Hours: 64
Credit Hours: 4
June 2017

This RPL Resource Guide for Communications 3 is used for the following programs:

Library and Information Technology Diploma (School of Business and Applied Arts)
Library and Information Technology Diploma (School of Continuing Education)

WWW.RRC.CA/RPL

Prepared by:
Brian Rountree
Red River College
W201 – 160 Princess St.
Winnipeg, MB R3B 0K9

Lauren Waples
RPL Facilitator
Red River College
2055 Notre Dame Avenue
Winnipeg, Manitoba, R3H 0J9
Canada

Developed: June 2017

Table of Contents

Introduction

At Red River College, Recognition of Prior Learning (RPL) is a process in which individuals have the opportunity to obtain credit for college-level knowledge and skills gained outside the classroom and/or through other educational programs. It is a process which compares an individual's prior learning, gained from prior education, work and life experiences and personal study, to the learning outcomes in college courses.

The individual demonstrates this learning through valid, rigorous assessment methods which follow College policies and procedures and ensure that credible learning has taken place. If the learning demonstrated is equivalent to what would normally be acquired through a formal course(s) in the chosen area of study, then credit is granted. College faculty are the course experts who assess the learning and determine the credit awarded for prior learning.

This *Recognition of Prior Learning (RPL) Resource Guide* will assist you with the RPL process for course credit recognition for **COMM-2074 Communications 3**. You can begin the RPL process by reviewing the information in this guide. Start by examining the course description and learning outcomes for the course, and then review and complete the Self-Assessment Checklist. The requirements of the RPL process (i.e. how to prove your prior learning) and the criteria for assessing your prior learning are also outlined in this guide.

COMM-2074 Communications 3
Course Description

This course focuses on the further development of the oral and written communication skills required by those working in the library field, with a focus on resumé and cover letter writing, interview skills and marketing yourself for your future career.

Course Learning Outcomes and Elements of Performance

By the end of this course of study, you should be able to:

1. Evaluate your own skills and attributes.

2. Use a variety of job search techniques.

3. Create and adapt a personal resumé.

4. Create and adapt a personal cover letter.

5. Identify differing job markets, job-seeking tactics, and job-seeking networks.

6. Prepare for a job interview.

7. Employ various job interview techniques during a mock job interview.

8. Demonstrate effective communication skills when participating in an interview.

9. Demonstrate professionalism when participating in an interview.

Course Resources

Please see the Course Instructor, Program Coordinator or Program Manager for any recommended resources.

There are no required resources for this RPL process.

COMM-2074 Communications 3

Self-Assessment Checklist

This Self-Assessment Checklist is designed to assist you in determining whether you have prior learning that can be used to prove competence to achieve credit for the **COMM-2074 Communications 3** course. Complete the checklist by selecting the statements that best indicate your learning, making certain it is an honest and realistic assessment of your knowledge, skills and abilities. Add your score at the end of the checklist and compare your total to the scoring scale listed there.

Rating Scale

0 I have no experience or learning in this area.
1 I have a little experience and learning in this area.
2 I have some experience and learning in this area.
3 I have good experience and learning in this area.
4 I have excellent experience and learning in this area and could mentor others.

I am able to :					
1. Evaluate my own skills and attributes.	0	1	2	3	4
2. Use a variety of job search techniques.	0	1	2	3	4
3. Create and adapt a personal resumé.	0	1	2	3	4
4. Create and adapt a personal cover letter.	0	1	2	3	4
5. Identify differing job markets, job-seeking tactics, and job-seeking networks.	0	1	2	3	4
6. Prepare for a job interview.	0	1	2	3	4
7. Employ various job interview techniques during a mock job interview.	0	1	2	3	4
8. Demonstrate effective communication skills when participating in an interview.	0	1	2	3	4
9. Demonstrate professionalism when participating in an interview.	0	1	2	3	4

TOTAL (out of possible 36) = _____

Add your responses and total your score. Compare your results with the scoring scale below to determine your likelihood of obtaining credit for this course through the RPL process.

Scoring Scale	
(75% - 100%) 27 - 36	You are a good candidate to proceed with the RPL process. Please review this guide and discuss next steps with the Course Instructor, Program Coordinator or Program Manager.
(65 - 74%) 23 - 26	You may need additional prior learning to be successful in completing the RPL process for course credit recognition. Please discuss with the Course Instructor, Program Coordinator or Program Manager.
(Less than 65%) Less than 23	You are unlikely to be successful in completing the RPL process for course credit recognition. It is recommended that you enrol in the COMM-2074 Communications 3 course.

RPL Assessment Process

You have completed and scored the Communications 3 course Self-Assessment Checklist. If you scored 75% or higher (27 to 36) on the Self-Assessment Checklist, you may consider demonstrating your prior learning for the Communications 3 course.

You may wish to discuss your Self-Assessment Checklist results with the Course Instructor, Program Coordinator or Program Manager. You may then decide whether to proceed with the RPL process or register for the course.

Outlined below are <u>two (2)</u> options for proving your prior learning.

You will need to select <u>one (1)</u> of the following assessment options:

Option 1

If you have previously taken a course through a recognized post-secondary institution in this subject area, this may be considered for transfer credit. You must complete a **_Transfer Credit Request_ form** and provide an **official transcript** and a **course outline**. The length of time since the course/program was taken will be a factor considered in the granting of credit. Please refer to RRC Policy A16, "Transfer of Credits to RRC Programs from Other Post-secondary Institutions," for additional information.

Option 2

There are three (3) required assessments for the RPL process for this course. The method of submission may vary depending on your program, i.e. email, via Dropbox in Learn, or another method. Please see your Course Instructor, Program Coordinator or Program Manager for details on how you will submit your assessments for marking.

You must earn a minimum **pass mark of 50%** on <u>each</u> of the following:

1. Cover Letter (16 marks)

You will be presented with a fictional job advertisement and will be required to write a cover letter for the position.

Details and the marking rubric can be found in **Appendix 1**.

2. Resumé (30 marks)

With the fictional job advertisement provided in Activity 1 - Cover Letter, you will be required to write a resumé for the position.

Details and the marking rubric can be found in **Appendix 2**.

3. Mock Interview (20 marks)

The library to which you applied in Activity 1 and 2, is pleased with your application and wishes to set up an interview with you. However, it is in another province and the interview committee has organized a video conference with you. The committee has sent you some interview questions to help you prepare for the video meeting.

Details and the marking rubric can be found in **Appendix 3**.

Evaluation of your Prior Learning

This section outlines how your prior learning will be evaluated.

You will be evaluated on the successful completion of the three (3) assessment sections. Each RPL assessment will be evaluated using the criteria provided.

You must achieve a minimum of 50% on each of the following:

1. **Cover Letter**   **16 marks**
2. **Resumé**   **30 marks**
3. **Mock Interview**   **20 marks**

Total: 66 marks

The weighted score is totalled and converted to a percentage. A minimum grade of 50% is required in the Library & Information Technology Program.

Please note:

You may be required to meet with the Course Instructor, Program Coordinator or Program Manager to confirm information or to provide additional information. Upon successful completion of the RPL process, you will be notified of your results.

Please contact the Course Instructor, Program Coordinator or Program Manager for further information.

Next Steps

Now that you are confident in proceeding with the RPL process for the Communications 3 course it is time to apply for and complete the RPL process.

The rest of the RPL process for this course consists of the following steps:

1) Complete the **"Application for Portfolio and/or Challenge Process Assessment"** and the registration process (including payment for the RPL process) online, by phone, fax or in person through Student Services Centre at D101 - 2055 Notre Dame Ave. or P104 – 160 Princess Ave. Please contact the Course Instructor, Program Coordinator or Program Manager for additional information.

2) Once you have committed to the dates for the RPL process, you are responsible for completing this by the agreed upon date. If you are having difficulties meeting your deadlines, please contact the Course Instructor, Program Coordinator or Program Manager BEFORE the deadline dates. As per **College Policy A14 (RPL Policies and Procedures)** fees are non-refundable and non-transferable.

3) You will receive written notification of your RPL results. You may also check your student records on your *WebAdvisor* account to ensure that your results have been recorded.

Appendix 1

Cover Letter

Setting the Scene

You are searching for employment in a library that is [choose one: school / public / academic]. For the purposes of this activity, you should create a fictional name for this library.

Your chosen library has posted the ad below and you are preparing to apply by writing a Cover Letter (Appendix 1) and a Resumé (Appendix 2).

RESPONSIBILITIES:
- provide library services such as: circulation, basic reference, cataloguing and processing;
- responsible for the charging, discharging, renewing, and placing holds and recalls on library materials and equipment;
- answer patrons' inquiries;
- shelving and shelf-reading as required;
- other library-related duties as required.

Casual shifts will be scheduled on an as-needed basis to provide coverage primarily for afternoon and early evening (to 6 pm) hours.

QUALIFICATIONS:

Required:
- completion of a recognized Library and Information Technology Diploma and have related library experience,
- or an equivalent combination of post-secondary education that includes library courses and library experience,
- experience in Microsoft Office software,
- automated library system experience is required,
- excellent communication skills to interact with staff, related agencies and the general public.

Desirable:
- an understanding of, and sensitivity to, working with culturally diverse populations;
- proficiency in French or another second language.

Apply to:

Remember: if you are applying for a school, you should indicate that you can obtain the Police Criminal Check and the Child Abuse Registry Check when desired.

Notes About Cover Letters

As the Course Description points out, you are already working in the library field and focused on marketing yourself for your future career. You have developed your oral and written communication skills and have done some research into what constitutes cover letters and resumés. Therefore, we can assume you know that:

- every resumé you submit should have a matching cover letter
- your cover letter must make an excellent first impression
- you can tell the reader how you will help the library
- you want to convince the reader to look at your resumé
- you use a courteous, professional tone in your writing

You also know that the cover letter should contain the following sections:

1- a salutation
2- an opening/introduction giving the purpose of your letter
3- a body
- you connect your skills and experience to the qualifications noted in the job advertisement
- perhaps use a bulleted list or table to demonstrate the connections
- give two to four results-oriented descriptions of capabilities and accomplishments
- connect your background with the library's missions and goals [you've done your research]
4- a conclusion
- refer the reader to your resumé
- express your appreciation for their consideration
- indicate how you will follow up

Resources to Consult: [addresses correct as of 19 May 2017]

If you are still not sure, here are some places to check:

The Writer's Handbook --
http://www.writing.wisc.edu/Handbook/CoverLetters.html

How to Write a Cover Letter --
http://www.canadajobs.com/articles/viewarticle.cfm?ArticleID=1268

A Guide to Writing Cover Letters --
http://www.manitobacareerdevelopment.ca/cdi/docs/writing_cover_ltrs.pdf

http://studentservices.fgcu.edu/Careers/Images/Cover_Letter_Writing_Guide_2017-18_(1.20).pdf

Scoring Rubric for Cover Letter

Grading Scale:

0 = Not Present   1 = Needs improvement   2 = Satisfactory

3 = Very Good   4 = Outstanding

OUTCOME	MARKS				
Format/Style Includes heading matching resumé, applicant's information, appropriate greeting and closing, and employer's information	**0**	**1**	**2**	**3**	**4**
Neatness/Organization Information is organized clearly and appropriately	**0**	**1**	**2**	**3**	**4**
Persuasiveness Cover letter information is correct, shows off applicant according to job posting, and persuades reader to want to read resumé	**0**	**1**	**2**	**3**	**4**
Grammar & Mechanics Use of clear, simple, language; grammar and general writing skills	**0**	**1**	**2**	**3**	**4**
Comments: **/16**					

A minimum mark of 50% (8 marks) is required. Your mark is _____

This assessment is worth 16 out of 66 marks or 25% of your final grade.

Appendix 2

Resumé

Building on Appendix 1 – Cover Letter and following the same job ad provided, write a resumé.

Notes About Resumés

As the Course Description points out, you are already working in the library field and focused on marketing yourself for your future career. You have developed your oral and written communication skills and have done some research into what constitutes cover letters and resumés. Therefore, we can assume you know that your resumé should include these sections:

- letterhead
- job objective / profile / summary /relevant skills / qualifications [one of these]
- work experience (or work history)
- education [including names of degrees, diplomas, certificates, their dates, and the places you received them, in reverse chronological order]
- related experience
- a note about references
- additional sections might discuss
    o licenses and certifications
    o honours and awards
    o publications and presentations

Resources to Consult: [addresses correct as of 19 May 2017]

If you are still not sure, here are some places to check:

How To Write A Resumé
http://www.canadajobs.com/articles/viewarticle.cfm?ArticleID=1265

Resumé Tips
https://www.monster.ca/career-advice/cover-letter-resumés/resumé-tips

"Crafting a Winning Resumé" by Tiffany Eatman Allen
http://www.liscareer.com/allen_resumes.htm

http://studentservices.fgcu.edu/Careers/Images/Resume_Writing_Guide_2017-18_(1.20).pdf

Scoring Rubric for Resumé

Outcome	Criteria	Scoring	Mark
Content	Information is clear, complete, and specific. ● All needs of the audience are met. ● All necessary sections are included. ● No irrelevant information is included.	4	**/4**
	A significant section is missing. ● Some unnecessary / irrelevant information is included.	3	
	Two significant sections missing. ● Some unnecessary information.	2	
	Several significant sections are missing. ● Content is ambiguous. ● Much too short/long.	1	
	Difficult to understand. ● Information is out of date.	0	
Organization	Logical sequence of sections. ● Good choice of headings. ● Important information appears first. ● Information shown in reverse chronological order.	2	**/2**
	Information not presented in reverse chronological order. ● Sequence of information confusing. ● Unclear/missing headings.	1	
	Little evidence of planning. ● Not enough effort made to evaluate.	0	
Style **(word choice, grammar, punctuation, mechanics)**	No errors in spelling, punctuation, grammar, capitalization. ● Word choice appropriate to audience. ● Correct use of words.	3	**/3**
	An error in spelling, punctuation, grammar, capitalization. ● An inappropriate or incorrect word choice. ● Contains unproven descriptions ("enthusiastic," "hard-working," etc.). ● Problems with parallel structure.	2	
	Two errors in spelling, punctuation, grammar, capitalization. ● Several awkward word choices. ● Wordy/too long.	1	
	More than two errors in spelling, punctuation, grammar, capitalization. ● Meaning obscured by word choices. ● Offensive tone. ● Errors distort meaning.	0	
Layout	Graphics/layout facilitate readers' understanding. ● Effective use of white space. ● Neat. ● Easy to read.	1	**/1**
	Appearance needs improvement. ● Formatting needs improvement to draw attention to important details.	0	
Comments			**/10** **X 3 =**

This assessment is marked out of 30. A minimum mark of 50% (15 marks) is required.

This assessment is worth 30 out of 66 marks or 45% of your final grade.

Your mark is _____

Appendix 3

Mock Interview

Success! Your library, to which you sent your cover letter (Appendix 1) and resumé (Appendix 2), has called to set up an interview. Because it is in another province, they have decided to do a video conference for the interview.

For this assessment, you will prepare and deliver the responses as if you were conducting that interview for the library technician position, using the sample questions found below. Use a video camera or a computer webcam to record your presentation.

No outline of your presentation is required. Read carefully: there are choices available in the questions.

You **will** be marked on your presentation skills: eye contact, voice projection and posture will all be judged. The rubric at the end of this introduction will be used to determine your mark for this activity.

Please note: After reviewing your video, the course instructor/RPL assessor may contact you to ask questions related to the presentation.

Your presentation must be sent to your instructor in one of three ways:

1. Through YouTube

   If you use YouTube, you will need to create an account, ensure your settings are set to Public to allow your instructor to view the video, and send a link to the presentation. You may change your settings back to private once the instructor has viewed your presentation. See the following link for more information and instructions on using YouTube. https://support.google.com/youtube/answer/57924?hl=en

2. Through Dropbox (the online storage resource)

   If you use Dropbox, you will need to create an account and send a link to your instructor inviting them to view your presentation document in Dropbox. See the following links for more information and instructions on using Dropbox. https://www.dropbox.com/help/90/en https://www.dropbox.com/help/274/en

3. Via a CD-ROM or Flash drive

   If you choose to burn your presentation to a CD-ROM or a flash drive, ensure you label it clearly with your name and your presentation title. Please see the Course Instructor, Program Coordinator or Program Manager for further instructions on submitting your CD ROM/flash drive.

Sample Interview Questions

Match the following set of questions to the kind of library you indicated in your application. Note that you are not required to answer all of the questions: there are some choices, clearly marked.

<u>Please read aloud the question before you give your answer.</u>

<u>School Library Sample Interview Questions</u>

1) Why are you interested in working at a school library?

2) What is your experience of being with, or working with, elementary school children?

3) *Choose one of these*

      3a) What approach would you take with uncooperative students?

      3b) How would you encourage literacy in grade 6 students?

      3c) How would you handle a parent who challenges a book?

4) *Choose one of these*

      4a) What part of your library's collection would you enhance to encourage users?

      4b) Tell me about a poster or display you designed to promote the library facility or a program. (If you haven't done one, tell me what you would like to do.)

      4c) What tools would you use to create a virtual presence for the library in your school?

5) Name three of your favorite children's author's and explain why you like them.

6) What ideas do you have to motivate reluctant readers?

7) *Choose one of these*

      7a) What is your collection development and maintenance strategy?

      7b) How would you promote the library to staff and students?

      7c) How would you prioritize spending in the library; how would you decide to spend money on this and not that?

8) How would you make this library your own?

9) *Choose one of these*

      9a) What do you consider to be one of the biggest issues school libraries are facing today?

      9b) How do you keep up with current issues in the school library field?

Remember, you are not required to answer all of the questions: there are some choices, clearly marked.

<u>Please read aloud the question before you give your answer.</u>

Public Library Sample Interview Questions

1) Why do you want to work in a public library?

2) Describe the types of services this public library provides.

3) *Choose one of these*

      3a) This position requires someone with excellent customer service skills. Describe your experience with customer service.

      3b) How would you handle an irate or upset patron?

4) Name a couple of books you read lately and describe them to us as if you were suggesting them to a patron.

5) What is the role of social media in the public library, in your opinion?

6) What is the main goal of programming in the public library?

7) *Choose one of these*

      7a) What is the importance of the reference interview?

      7b) Describe an effective method you have used to conduct reference searches.

      7c) What would you do if you were unsure of how to answer a reference question?

8) *Choose one of these*

      8a) What integrated library systems(s) have you used? Describe your experience using the system.

      8b) What is your experience with online searching?

9) *Choose one of these*

      9a) What do you consider to be one of the biggest issues public libraries are facing today?

      9b) How do you keep up with current issues in the Public Library field?

Remember, you are not required to answer all of the questions: there are some choices, clearly marked.

<u>Please read aloud the question before you give your answer.</u>

<u>Academic Library Sample Interview Questions</u>

1) Why are you interested in working in an academic library? What do you know about our library so far? Why are you interested in working here specifically?

2) What customer service experiences have you had?

3) Diversity is extremely important in the Library's ongoing goals and strategic planning. What have you done in previous positions that demonstrates your commitment to diversity?

4) What would you do if a student was disruptive in a quiet workspace in the library?

5) What integrated library system(s) have you used? Describe your experience using the system. What are your experiences with cataloguing?

6) What databases have you used? Describe your use and experience.

7) *Choose one of these*

  7a) What is your experience with virtual reference?

  7b) Explain your experience with e-books.

8) What is your experience with Microsoft office?

9) *Choose one of these*

  9a) What do you consider to be one of the biggest issues academic libraries are facing today?

  9b) How do you keep up with current issues in the academic library field?

Scoring Rubric for Mock Interview

Grading Scale:

0 = Not Present   1 = Needs improvement   2 = Satisfactory

3 = Very Good   4 = Outstanding

OUTCOME	MARKS				
Appearance / Image Dressed appropriately and professionally Well groomed	**0**	**1**	**2**	**3**	**4**
Professional Attitude Maintained a professional and positive demeanour throughout	**0**	**1**	**2**	**3**	**4**
Body Language Maintained confident and suitably assertive body language and posture	**0**	**1**	**2**	**3**	**4**
Speaking and Listening Skills Thoroughly answered the questions as asked Stayed on topic Spoke articulately	**0**	**1**	**2**	**3**	**4**
Persuasiveness / Convincing Sales Pitch Avoided self-deprecating and self-diminishing statements and vocabulary Connected experience and education to skills and qualifications sought for position	**0**	**1**	**2**	**3**	**4**
Comments:					**/20**

This assessment is marked out of 20.
A minimum mark of 50% (10 marks) is required.

This assessment is worth 20 out of 66 marks or 30% of your final grade.

Your mark is _____