

21st Century Skills Program Area Standards Chart

	Intro to Mktg	Fashion	Sports	Advanced	Store
Think Creatively					
1.A.1 Use a wide range of idea creation techniques (such as brainstorming)	X	Window Display	X	X	X
1.A.2 Create new and worthwhile ideas (both incremental and radical concepts)	X	X	X	X	New Product
1.A.3 Elaborate, refine, analyze and evaluate their own ideas in order to improve and maximize creative efforts	X	Window Display	X	X	X
Work Creatively with Others					
1.B.1 Develop, implement and communicate new ideas to others effectively	X	X	X	X	New Product
1.B.2 Be open and responsive to new and diverse perspectives; incorporate group input and feedback into the work	X	X	X	X	X
1.B.3 Demonstrate originality and inventiveness in work and understand the real world limits to adopting new ideas	X	X	X	X	X
1.B.4 View failure as an opportunity to learn; understand that creativity and innovation is a long-term, cyclical process of small successes and frequent mistakes	Competition				
Implement Innovations					
1.C.1 Act on creative ideas to make a tangible and useful contribution to the field in which the innovation will occur				Manual	X
Reason Effectively					

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2.A.1 Use various types of reasoning (inductive, deductive, etc.) as appropriate to the situation	Role-Play				
Use Systems Thinking					
2.B.1 Analyze how parts of a whole interact with each other to produce overall outcomes in complex systems				X	X
Make Judgements and Decisions					
2.C.1 Effectively analyze and evaluate evidence, arguments, claims and beliefs	X	X	X	Manual	X
2.C.2 Analyze and evaluate major alternative points of view	X	X	X	X	X
2.C.3 Synthesize and make connections between information and arguments	X	X	X	X	X
2.C.4 Interpret information and draw conclusions based on the best analysis	X	X	X	Manual	X
2.C.5 Reflect critically on learning experiences and processes	Role-Play/Ropes Course/The Maze				
Solve Problems					
2.D.1 Solve different kinds of non-familiar problems in both conventional and innovative ways	X	X	X	Manual	X
2.D.2 Identify and ask significant questions that clarify various points of view and lead to better solutions	X	X	X	X	X
Communicate Clearly					
3.A.1 Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts	X	X	X	Manual	X

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3.A.2 Listen effectively to decipher meaning, including knowledge, values, attitudes and intentions	Guest Speaker Form				
3.A.3 Use communication for a range of purposes (e.g. to inform, instruct, motivate and persuade)	Sales Video	X	X	X	X
3.A.4 Utilize multiple media and technologies, and know how to judge their effectiveness a priori as well as assess their impact	X	X	X	Manuals	X
3.A.5 Communicate effectively in diverse environments (including multi-lingual)	Role-Play/Ropes Course/The Maze				Role-Play/Ropes Course/ Employee Evaluation
Collaborate with Others					
3.B.1 Demonstrate ability to work effectively and respectfully with diverse teams	X	Window Display	X	X	Employee Evaluation
3.B.2 Exercise flexibility and willingness to be helpful in making necessary compromises to accomplish a common goal	X	Window Display	X	X	Employee Evaluation
3.B.3 Assume shared responsibility for collaborative work, and value the individual contributions made by each team member	X	Window Display	X	X	Employee Evaluation
Access & Evaluate Information					
4.A.1 Access information efficiently (time) and effectively (sources)	X	X	X	Manual	X
4.A.2 Evaluate information critically and competently	X	X	X	Manual	X
Use and Manage Information					
4.B.1 Use information accurately and creatively for the issue or problem at hand	X	X	X	X	Sales Comparison

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4.B.2 Manage the flow of information from a wide variety of sources				Program of Work	X
4.B.3 Apply a fundamental understanding of the ethical/legal issues surrounding the access and use of information				X	Store Accounts
Analyze Media					
5.A.1 Understand both how and why media messages are constructed, and for what purposes		X	X	X	
5.A.2 Examine how individuals interpret messages differently, how values and points of view are included or excluded, and how media can influence beliefs and behaviors			X	X	X
5.A.3 Apply a fundamental understanding of the ethical/legal issues surrounding the access and use of media		X	X	X	
Create Media Prodcuts					
5.B.1 Understand and utilize the most appropriate media creation tools, characteristics and conventions		X	X	X	Promotion
5.B.2 Understand and effectively utilize the most appropriate expressions and interpretations in diverse, multi-cultural environments/behaviors		Window Display	X	X	X
Apply Technology Effectively					
6.A.1 Use technology as a tool to research, organize, evaluate and communicate information	X	X	X	Manual	X

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6.A.2 Use digital technologies (computers, PDAs, media players, GPS, etc.), communication/networking tools and social networks appropriately to access, manage, integrate, evaluate and create information to successfully function in a knowledge economy	X	X	X	X	Employee Evaluation/POS
6.A.3 Apply a fundamental understanding of the ethical/legal issues surrounding the access and use of information technologies				X	Employee Evaluation/POS
Adapt to Change					
7.A.1 Adapt to varied roles, jobs responsibilities, schedules and contexts				X	Employee Evaluation
7.A.2 Work effectively in a climate of ambiguity and changing priorities				X	Employee Evaluation
Be Flexible					
7.B.1 Incorporate feedback effectively	X			X	Employee Evaluation
7.B.2 Deal positively with praise, setbacks and criticism	X	X	X	X	Employee Evaluation
7.B.3 Understand, negotiate and balance diverse views and beliefs to reach workable solutions, particularly in multi-cultural environments	X	X	X	X	Employee Evaluation
Manage Goals and Time					
8.A.1 Set goals with tangible and intangible success criteria	X	X	X	X	Sales Comparison
8.A.2 Balance tactical (short-term) and strategic (long-term) goals	X	X	X	Manual	X
8.A.3 Utilize time and manage workload efficiently	X	X	X	Manual	X

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Works Independently					
8.B.1 Monitor, define, prioritize and complete tasks without direct oversight	X	X	X	Manual	Employee Evaluation
Be Self-Directed Learners					
8.C.1 Go beyond basic mastery of skills and/or curriculum to explore and expand one's own learning and opportunities to gain expertise				Manual	
8.C.2 Demonstrate initiative to advance skill levels towards a professional level				X	Employee Evaluation
8.C.3 Demonstrate commitment to learning as a lifelong process				X	
8.C.4 Reflect critically on past experiences in order to inform future progress				X	Employee Evaluation
Interact Effectively with Others					
9.A.1 Know when it is appropriate to listen and when to speak	Activities, Community Service, Conferences				
9.A.2 Conduct themselves in a respectable, professional manner	Activities, Community Service, Conferences				
Work Effectively in Diverse Teams					
9.B.1 Respect cultural differences and work effectively with people from a range of social and cultural backgrounds	X	X	X	Committee Chair	X
9.B.2 Respond open-mindedly to different ideas and values	X	X	X	Committee Chair	X
9.B.3 Leverage social and cultural differences to create new ideas and increase both innovation and quality of work	X	X	X	Committee Chair	X
Manage Projects					

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10.A.1 Set and meet goals, even in the face of obstacles and competing pressures	X	X	X	Manual	X
10.A.2 Prioritize, plan and manage work to achieve the intended result	X	X	X	Manual	X
Produce Results					
10.B.1 Demonstrate additional attributes associated with producing high quality products including the abilities to:					
10.B.1.a Work positively and ethically	Activities, Community Service, Conferences				
10.B.1.b Manage time and projects effectively	Activities, Community Service, Conferences				
10.B.1.c Multi-task	Activities, Community Service, Conferences				
10.B.1.d Participate actively, as well as be reliable and punctual	Activities, Community Service, Conferences				
10.B.1.e Present oneself professionally and with proper etiquette	Activities, Community Service, Conferences				
10.B.1.f Collaborate and cooperate effectively with teams	Activities, Community Service, Conferences				
10.B.1.g Respect and appreciate team diversity	Activities, Community Service, Conferences				
10.B.1.h Be accountable for results	Activities, Community Service, Conferences				
Guide and Lead Others					
11.A.1 Use interpersonal and problem-solving skills to influence and guide others toward a goal	X	X	X	Committee Chair	Employee Evaluation/ Lead manager
11.A.2 Leverage strengths of others to accomplish a common goal				Committee Chair	Employee Evaluation/ Lead manager

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11.A.3 Inspire others to reach their very best via example and selflessness				Committee Chair	Employee Evaluation/ Lead manager
11.A.4 Demonstrate integrity and ethical behavior in using influence and power				Committee Chair	Employee Evaluation/ Lead Manager
Be Responsible to Others					
11.B.1 Act responsibly with the interests of the larger community in mind	Community Service				