

**List of Competencies for On-the-Job Training (OJT)
Work-Study Diploma in Community Engagement Development**

| S/N | List of Competencies (Standard) | Company to indicate '✓' for OJT competencies it can provide |
|------------|---|--|
| 1 | Provide customer assistance | |
| 2 | Handle customer service-related administration | |
| 3 | Evaluate customer service strategy | |
| 4 | Carry out routine workplace communication | |
| 5 | Plan stakeholder engagement strategy | |
| 6 | Implement stakeholder engagement plan | |
| 7 | Review stakeholder engagement | |
| 8 | Plan community programmes and activities | |
| 9 | Produce programme materials | |
| 10 | Manage community programme delivery | |
| 11 | Evaluate community programmes | |
| 12 | Manage volunteer recruitment | |
| 13 | Implement volunteer support systems | |
| 14 | Supervise volunteer teams | |
| 15 | Evaluate volunteer management strategy | |
| 16 | Plan fundraising activities | |
| 17 | Organise fundraising activities | |
| 18 | Review fundraising activities | |
| 19 | Determine beneficiary service needs | |
| 20 | Assist to implement social service programme | |
| 21 | Provide support for group work activities | |
| 22 | Provide support in casework management | |
| 23 | Conduct research on current client issues | |
| 24 | Collaborate in professional practice | |
| 25 | Develop own self-care plans | |
| 26 | Prepare research groundwork on consumer consumption patterns | |
| 27 | Conduct market research on consumer consumption patterns | |
| 28 | Analyse consumer consumption data with data analytics and/or data visualisation tools | |

| S/N | List of Competencies (Standard) | Company to indicate '✓' for OJT competencies it can provide |
|--|--|---|
| 29 | Develop event marketing plan | |
| 30 | Develop digital marketing plan | |
| 31 | Evaluate performance of event & digital marketing plan | |
| | Sub-total of Competencies (Standard) | |
| List of Competencies (Company-specific) | | |
| 1 | | |
| 2 | | |
| 3 | | |
| 4 | | |
| 5 | | |
| 6 | | |
| 7 | | |
| 8 | | |
| | Sub-total of Competencies (Company-specific) | |

Note:

- Company must be able to provide OJT for at least **75%** of the List of Competencies (Standard).
- If company is unable to meet the 75%, please propose alternate **course-related** competencies which are unique to company operations. Alternate competencies are capped at 25%.
[i.e. 50% of the list of competencies (standard) + 25% alternate competencies (Company-specific)].
- All alternate competencies (Company-specific) must be reviewed and endorsed by ITE.
- Trainees must receive OJT and be assessed for **All** competencies selected in this List.

Total no. of competencies selected by company for OJT

Total no. of competencies listed (*standard & company specific*)

Percentage of selected competencies

Completed By:

Name

Company

Designation

Date

| For ITE's Completion | | | |
|--|--|--------------------------------|-----------------|
| Reviewed by CED / College <i>(For Company-specific Competencies)</i> | | Verified by IBT Officer | |
| Name: | | | Name & Date: |
| Designation: | | Date: | |

Course Objective

The course equips trainees with the skills, knowledge and professional attributes to plan, develop and coordinate the provision of community services to the public to serve the community through social engagement and bonding towards building a caring and inclusive society

Module Synopsis

Module 1: Customer Management

On completion of the module, trainees should be able to manage customer service provision and resolve customer issues.

Module 2: Stakeholder Management

On completion of the module, trainees should be able to analyse stakeholder needs, plan, implement and evaluate stakeholder management to create and maintain positive stakeholder relationships.

Module 3: Volunteer Management

On completion of the module, trainees should be able to plan and implement volunteer management strategies to recruit and induct volunteers and develop volunteer support.

Module 4: Community Programme Management

On completion of the module, trainees should be able to plan, implement and evaluate community engagement programmes and strategies

Module 5: Fundraising Management

On completion of the module, trainees should be able to plan, organise and evaluate fundraising strategies and programmes in support of specific causes.

Module 6: Social & Care Service Provision

On completion of the module, trainees should be able to assist social work and care service professionals in the provision of social and care services for beneficiaries by coordinating administrative and logistics and operational aspects of service provision

Module 7: Professional Practice

On completion of the module, trainees should be able to collect and analyse data for research and to apply a range of tools to move organisation and self forward professionally.

Module 8: Event & Digital Marketing

On completion of the module, trainees should be able to leverage on digital platforms and channels to plan and execute event marketing campaign to meet the specific needs of an event. In particular, trainees should be able to leverage on web and/ or app-based event management technology applications and its data analytics capabilities for real-time audience engagement through online platform and various social media channels and market event programme/s or activity/ies to a targeted group of potential customers.

Module 9: Consumer Behaviour Analytics

On completion of the module, trainees should be able to determine how consumers' psychological needs, wants, perceptions and motivations impact decision-making in choice of commercial event/s and/or activity/ies. Using technology, they should be able to build customised event surveys and leverage on appropriate data analytics tool/s, generate relevant dashboard to provide consumer insights for decision-making and strategy implementation, and report for review and evaluation

Module 10: Company Project

On completion of the module, trainees should have applied their acquired competencies in an authentic project that would value-add to the company.

Module 11: On-the-Job Training

On completion of the module, trainees should be able to apply the skills and knowledge acquired at ITE College and workplace to take on the full job scope, including supervisory function, where appropriate, at the company.

TRAINING PATTERN (DAY RELEASE)

*1 day on campus + 0.5 day e-learning

| | | 10 weeks | 4 weeks | 10 weeks | 2 weeks | 10 weeks | 4 weeks | 10 weeks | 2 weeks |
|----------------------|---------|-------------|-----------------|-------------|-----------------|-------------|----------------|-------------|------------------|
| 1 st Year | ITE | 1 day/week | June Term Break | 1 day/week | Sept Term Break | 1 day/week | Dec Term Break | 1 day/week | March Term Break |
| | Company | 4 days/week | | 4 days/week | | 4 days/week | | 4 days/week | |
| 2 nd Year | ITE | 1 day/week | June Term Break | 1 day/week | Sept Term Break | 1 day/week | Dec Term Break | 1 day/week | March Term Break |
| | Company | 4 days/week | | 4 days/week | | 4 days/week | | 4 days/week | |
| 3 rd Year | ITE | 1 day/week | June Term Break | 1 day/week | Sept Term Break | | | | |
| | Company | 4 days/week | | 4 days/week | | | | | |