Big Ideas/Key Concepts:

Learning to apply customer service and public relation skills to the Early Childhood Education industry as related to management of an Early Childhood Education career.

<table>
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<th>Standards</th>
<th>Student Friendly “I Can” Statements</th>
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| **Standard 4.0:** Demonstrate professional practices and business standards related to working in the early childhood education industry. | • I can demonstrate quality customer service and public relations including all aspects of communication. (4.1)  
• I can demonstrate professional ethical standards as accepted in the early childhood education industry. (4.2)  
• I can demonstrate time management and other organizational management techniques. (4.3)  
• I can practice public relations skills to promote positive, collaborative relationships with others, especially parents of children served. (4.4)  
• I can assess current trends and changes in industry standards. (4.5)  
• I can cultivate public relations skills to be effective leaders and participants in a work-based setting. (6.1)  
• I can cooperate within a multicultural environment to work cooperatively and collaboratively with others. (6.2)  
• I can assume responsibility for planning and participation in an FCCLA program or project related to the work-based setting. (6.3) |