

TECHNICAL STANDARDS

Adobe Suite, Competitive Sales, Digital Marketing, Digital Marketing Promotions, Sales Specialist, Social & Mobile Marketing,

In this program grouping, students should be able to meet specific technical standards. These standards are the essential skills and abilities needed to be successful in a program, with or without reasonable accommodation. All Technical Standards documents are available for review on the Mid-State Technical College [website](#).

It is important to review and understand these technical standards before applying to the program.

Reasonable accommodations for persons with disabilities will be made to ensure access to academic programs, activities, services, and employment in accordance with Section 504 and 508 of the Rehabilitation Act of 1973 and Title II of the Americans with Disabilities Act of 1990, as amended. If accommodation is needed, contact the Accessibility Services Coordinator at 888.575.6782, TTY 711, at least two weeks in advance of needed assistance. Services available are documented on the Mid-State Technical College [website](#).

For more information, please see Mid-State Technical College's Equal Opportunity/Non-Discrimination [Policy](#).

TECHNICAL STANDARD	DEFINITION OF TECHNICAL STANDARD	EXAMPLES OF TECHNICAL STANDARD
Auditory Skills	<ul style="list-style-type: none"> Ability to actively listen to discern client needs and use effective communication for collaborative decision-making. 	<ul style="list-style-type: none"> Professional meetings between team members and/or clients which use collaboration and discussion to generate decisions.
Behavioral Skills	<ul style="list-style-type: none"> Ability to adhere to professional standards including personal hygiene, adaptability to changing environments, and resilience in work-related challenges. 	<ul style="list-style-type: none"> Maintain confidentiality. Demonstrate ability to work as a team member. Adhere to attendance, dress code, and personal hygiene policies or protocol. Respond to challenging situations while maintaining composure and professionalism. Exhibit consistent and on-time attendance as scheduled. Adapt to change in directives as priorities and goals shift. Display integrity, honesty, respect, reliability and accountability. Accept and utilize construction feedback to enhance personal and professional growth. Work independently and in a team.

Communication Skills	<ul style="list-style-type: none"> Ability to be proficient in oral and written communication, including comprehension and expression of complex ideas. 	<ul style="list-style-type: none"> Prepare written and verbal reports regarding administrative and financial data. Interpret and convey information (financial, etc.) as needed in the performance of management. Ability to convey information in a clear, professional and timely manner. Observe, interpret and respond appropriately to surroundings, nonverbal cues, verbal and written information. Ability to understand charts, graphics, and worksheets. Follow proper phone protocol. Work independently and in a team. Listen and respond to others in an accepting and respectful manner.
Critical Thinking Skills	<ul style="list-style-type: none"> Ability to apply judgement and problem-solving with adherence to ethical standards. 	<ul style="list-style-type: none"> Comprehend and follow instructions. Follow a process from start to finish, sequence information. Adapt decisions based on new information. Demonstrate positive interpersonal skills. Maintain appropriate boundaries in relationships with clients and peers. Handle demanding and stressful situations. Maintain confidential client and employment information (Including by refraining from posting any confidential information on social media). Problem solve complex situations while maintaining a professional demeanor.
Interpersonal Skills	<ul style="list-style-type: none"> Ability to collaborate with diverse teams in various settings, including active listening and understanding of others' perspectives. 	<ul style="list-style-type: none"> Collaborate with others. Ability to apply knowledge gained in classroom to establish appropriate relationships with clients and coworkers. Ability to show respect for diversity in culture, religion, sexual orientation, marital status, socioeconomic status, and abilities/disabilities.
Mobility and Motor Skills	<ul style="list-style-type: none"> Ability to be proficient in office tasks including prolonged sitting, utilization of workstations, and familiarity with computer keyboards, mouse and mobile communication technologies. 	<ul style="list-style-type: none"> Ability to successfully maneuver within a confined workspace. Bend, stretch, twist, reach with your body above shoulders, below waist, and in front. Operate a computer efficiently. Maintain physical activity for several hours.
Tactile Skills	<ul style="list-style-type: none"> Ability to operate a computer, mouse, and utilize related software. 	<ul style="list-style-type: none"> Data entry and software related tasks.

Visual Skills	<ul style="list-style-type: none">• Ability to sustain focus on computer screens for extended periods of time.	<ul style="list-style-type: none">• Review online documentation.
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Mid-State Technical College does not discriminate on the basis of race, color, national origin, religion, gender, disability, age, sexual orientation, or other applicable legislated categories, in its services, employment programs, and/or its educational programs and activities, including but not limited to admissions, treatment and access. Inquiries regarding this non-discrimination policy, Title VI, Title IX, and Section 504 should be directed to the Equal Opportunity Officer, 500 - 32nd Street North, Wisconsin Rapids, WI 54494, 715.422.5325 • AAEO@mstc.edu. Limited English proficiency shall not be a barrier to admission or participation in any college program or service. Mid-State complies with the American with Disabilities Act and provides reasonable accommodations to assist persons with disabilities upon request.