**DEAN – LANGUAGE, COMMUNICATION SKILLS & EDITORIAL EXCELLENCE**

**PERFORMANCE EVALUATION SHEET**

**Maximum Attainable Score: 300 Marks**

| Key Result Area (KRA) | Key Performance Indicators (KPIs) | Attainable Goal | Weightage (%) | Maximum Marks | List of Proofs Enclosed |
|---|---|---|---|---|---|
| Language Proficiency & Fluency | • Deliver structured training in grammar, vocabulary and pronunciation.<br>• Strengthen listening, reading, writing and spoken English skills. | Conduct training programmes as per the approved Activity Calendar; demonstrate improvement through pre- and post-assessments. | 8 | 24 | Training schedules, attendance, assessment reports, pre/post-test results |
| Professional & Corporate Communication | • Train students in business communication and professional email writing.<br>• Develop workplace etiquette, interpersonal skills and corporate interaction. | Conduct structured training programmes each semester as per the approved Activity Calendar; assess improvement in professional communication competencies. | 7 | 21 | Training materials, attendance, activity reports, assessment records |
| Public Speaking & Oratory Excellence | • Conduct extempore speaking, debates, elocution and storytelling activities.<br>• Develop speech delivery, stage confidence and persuasive communication. | Conduct a minimum of four public-speaking activities per semester; document participation and | 9 | 27 | Competition reports, photographs, participant lists, certificates, evaluation sheets |

| | | | | | |
|---|---|---|---|---|---|
| | | performance improvement across departments. | | | |
| Presentation & Leadership Communication | • Develop skills in technical presentations, seminars and panel discussions.<br>• Provide opportunities for anchoring, event hosting and leadership communication. | Conduct presentation and leadership communication activities across departments; facilitate student participation in institutional events. | 7 | 21 | Presentation records, event reports, seminar schedules, anchoring records, feedback |
| Personal Branding & Professional Digital Profiles | • Facilitate LinkedIn profile creation and professional networking.<br>• Guide students in developing digital portfolios and career-oriented personal brands. | Facilitate structured profile development and monitor student LinkedIn profiles and professional digital presence. | 6 | 18 | LinkedIn profile records, workshop reports, digital portfolio links, participation records |
| Editorial Excellence & Institutional Publications | • Coordinate the preparation, editing and proofreading of institutional publications.<br>• Ensure language accuracy, editorial consistency and quality assurance. | Ensure timely publication, language accuracy, editorial consistency and quality assurance of institutional publications. | 9 | 27 | Published newsletters, magazines, annual reports, brochures, editorial approvals, press releases |
| Creative Writing & Student Expression | • Promote blogging, article writing, technical writing and creative writing.<br>• Encourage literary clubs, student publications and student editorial boards. | Conduct creative-writing or literary activities each semester as per the approved Activity Calendar; encourage student contributions and publications. | 7 | 21 | Student articles, blogs, literary club reports, publication records, editorial board minutes |
| Placement Communication & Interview Readiness | • Coordinate with PACE students regarding group discussions and HR interviews.<br>• Train students in resume writing, self-introductions, elevator pitches and interview communication. | Conduct structured placement communication training; ensure student participation in mock interviews and group discussions. | 7 | 21 | Training schedules, resumes, mock interview evaluations, GD assessment reports, placement training records |
| Global Language Certifications & Assessments | • Facilitate Cambridge English, IELTS, TOEFL, Pearson MePro and other recognized assessments. | Conduct language benchmarking and certification-awareness programmes; monitor | 6 | 18 | Certification records, assessment reports, registration details, scorecards |

| | | | | | |
|---|---|---|---|---|---|
| | • Promote language benchmarking and proficiency certification opportunities. | student registrations, assessments and certifications. | | | |
| Digital Communication & Institutional Branding | • Coordinate professional content creation and institutional storytelling.<br>• Oversee social media communication and digital publications on approved platforms. | Ensure timely, accurate and consistent institutional communication across approved digital platforms. | 7 | 21 | Social media content, publication links, approved communication materials, digital engagement reports |
| Faculty Communication & Professional Development | • Organize faculty development in academic writing and research presentations.<br>• Strengthen public speaking, professional profiles and classroom communication. | Conduct a minimum of two faculty development programmes per semester; monitor participation and improvement in communication competencies. | 7 | 21 | FDP reports, attendance, training materials, faculty profiles, feedback and assessment reports |
| Communication Competitions & Student Engagement | • Organize TED-style talks, debates, speech contests and mock press conferences.<br>• Promote panel discussions, literary festivals and intercollegiate competitions. | Conduct a minimum of two major communication events per semester; encourage institutional and intercollegiate participation. | 9 | 27 | Event reports, competition schedules, certificates, photographs, participation and achievement records |
| Annual Documentation & Knowledge Sharing | • Compile and maintain annual records of language training, communication activities, competitions and editorial initiatives.<br>• Prepare and submit the Annual D-LACE Activity Report with outcomes and achievements.<br>• Share best practices, training resources and activity outcomes across departments. | Ensure timely submission of the Annual D-LACE Report; maintain a centralized repository of activities, achievements and knowledge-sharing resources. | 11 | 33 | Annual D-LACE Report, activity database, training materials, best-practice documents, knowledge-sharing records, departmental meeting minutes. |
| **Total** | | | **100%** | **300** | |

**Final Evaluation Summary**

| Key Result Area | Weightage (%) | Maximum Marks |
|---|---|---|
| Language Proficiency & Fluency | 8 | 24 |
| Professional & Corporate Communication | 7 | 21 |
| Public Speaking & Oratory Excellence | 9 | 27 |
| Presentation & Leadership Communication | 7 | 21 |
| Personal Branding & Professional Digital Profiles | 6 | 18 |
| Editorial Excellence & Institutional Publications | 9 | 27 |
| Creative Writing & Student Expression | 7 | 21 |
| Placement Communication & Interview Readiness | 7 | 21 |
| Global Language Certifications & Assessments | 6 | 18 |
| Digital Communication & Institutional Branding | 7 | 21 |
| Faculty Communication & Professional Development | 7 | 21 |
| Communication Competitions & Student Engagement | 9 | 27 |
| Annual Documentation & Knowledge Sharing | 11 | 33 |
| **Grand Total** | **100%** | **300** |

Note: All achievements must be supported by verifiable documentary evidence. Evaluation shall be based on approved targets, communication skill development, training outcomes, public-speaking initiatives, editorial activities and institutional contributions.

The Dean–DLACE shall present an annual performance review highlighting achievements, gaps, corrective actions and priorities for the next assessment period.

.