



## **CAREER CLUSTER**

Business Management and Administration

## **CAREER PATHWAY**

Human Resources Management

## **INSTRUCTIONAL AREA**

Communication Skills

# **HUMAN RESOURCES MANAGEMENT SERIES EVENT**

## **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge.)
- You will be evaluated on how well you meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

## **21<sup>st</sup> CENTURY SKILLS**

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions, and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

## **PERFORMANCE INDICATORS**

1. Assist with the establishment of work rules.
2. Explain the nature of staff communication.
3. Explain how digital communications exposes business to risk.
4. Distinguish between using social media for business and personal purposes.
5. Describe the impact of a person's social media brand on the achievement of organizational objectives.

## EVENT SITUATION

You are to assume the role of human resources director for TOWNSEND MARKETING CONSULTANTS, a company that provides marketing plans and strategies to businesses in the area. The president of the organization (judge) has asked you to create rules regarding social media use among employees and explain how common habits can be harmful to the company.

TOWNSEND MARKETING CONSULTANTS has over 200 employees that work in the office and another 50 employees that work remotely. Area businesses have been relying on TOWNSEND for marketing advice, help creating plans and effective strategies for over 30 years. The president (judge) has worked hard to make the company successful and profitable.

In the last 10 years, social media has become a part of everyday life. Almost all TOWNSEND employees have personal social media accounts, and the majority use social media when creating business clients' marketing plans. Quite often, a TOWNSEND consultant will be logged in on a business client's social media page, posting or tweeting, as part of the marketing strategy. While using social media for business purposes is legitimate and necessary, using social media for personal reasons is not.

The president of TOWNSEND (judge) has asked you to create rules regarding social media use among employees. The president (judge) would also like you to explain how the following common habits among TOWNSEND employees can potentially harm the company:

- Employees using personal social media accounts to reply/respond to complaints or questions on TOWNSEND social media
- Employees spending excessive time on personal social media accounts
- Employees posting negative remarks about TOWNSEND or other TOWNSEND employees on personal social media accounts
- Employees posting graphic/obscene/unprofessional images on personal social media accounts

You will present your rules and explanations to the president (judge) in a role-play to take place in the president's (judge's) office. The president (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your explanations and have answered the president's (judge's) questions, the president (judge) will conclude the role-play by thanking you for your work.

# JUDGE'S INSTRUCTIONS

## DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. 21<sup>st</sup> Century Skills and Performance Indicators
3. Event Situation
4. Judge Role-play Characterization  
Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form  
Please use a critical and consistent eye in rating each participant.

## JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of president of TOWNSEND MARKETING CONSULTANTS, a company that provides marketing plans and strategies to businesses in the area. You have asked the human resources director (participant) to create rules regarding social media use among employees and explain how common habits can be harmful to the company.

TOWNSEND MARKETING CONSULTANTS has over 200 employees that work in the office and another 50 employees that work remotely. Area businesses have been relying on TOWNSEND for marketing advice, help creating plans and effective strategies for over 30 years. You have worked hard to make the company successful and profitable.

In the last 10 years, social media has become a part of everyday life. Almost all TOWNSEND employees have personal social media accounts and the majority use social media when creating business clients' marketing plans. Quite often, a TOWNSEND consultant will be logged in on a business client's social media page, posting or tweeting, as part of the marketing strategy. While using social media for business purposes is legitimate and necessary, using social media for personal reasons is not.

You have asked the human resources director (participant) to create rules regarding social media use among employees. You would also like the human resources director (participant) to explain

how the following common habits among TOWNSEND employees can potentially harm the company:

- Employees using personal social media accounts to reply/respond to complaints or questions on TOWNSEND social media
- Employees spending excessive time on personal social media accounts
- Employees posting negative remarks about TOWNSEND or other TOWNSEND employees on personal social media accounts
- Employees posting graphic/obscene/unprofessional images on personal social media accounts

The participant will present explanations to you in a role-play to take place in your office. You will begin the role-play by greeting the participant and asking to hear about his/her ideas.

During the course of the role-play you are to ask the following questions of each participant:

1. What should an employee do if he/she discovers a co-worker has been posting graphic, obscene or unprofessional content on a personal or company social media account?
2. Should an employee be able to post whatever he/she wants on personal social media accounts? Why or why not?
3. Does the TOWNSEND human resources department need to monitor employees' social media use both during and outside office hours?

Once the human resources director (participant) has presented recommendations and has answered your questions, you will conclude the role-play by thanking the human resources director (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

# JUDGE'S EVALUATION INSTRUCTIONS

## Evaluation Form Information

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators being demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

## Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event chairperson and the other judges to ensure complete and common understanding for judging consistency.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 <sup>th</sup> percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 <sup>th</sup> percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 <sup>th</sup> percentile of business personnel performing this performance indicator.



**HUMAN RESOURCES MANAGEMENT SERIES,  
2018**

Participant: \_\_\_\_\_

I.D. Number: \_\_\_\_\_

**JUDGE'S EVALUATION FORM**

**INSTRUCTIONAL AREA**

Communication Skills

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Assist with the establishment of work rules?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the nature of staff communication?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain how digital communications exposes business to risk?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Distinguish between using social media for business and personal purposes?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Describe the impact of a person's social media brand on the achievement of organizational objectives?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
<b>TOTAL SCORE</b>						