



CAREER CLUSTER

Business Management and Administration

CAREER PATHWAY

Human Resources Management

INSTRUCTIONAL AREA

Human Resources Management

HUMAN RESOURCES MANAGEMENT SERIES EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Demonstrate responsible behavior.
2. Explain the use of employment contracts.
3. Demonstrate honesty and integrity.
4. Assist with establishment of work rules
5. Discuss factors that impact human resource management. (e.g. employment laws/regulations, company policies/procedures, compensation and benefit programs, etc.)

EVENT SITUATION

You are to assume the role of an **Employee** in the **human resource department** in the corporate office of **Creamy Goodness**, a manufacturer of a popular national brand of ice cream. The human resource director, Mr./Miss Gabriel Sanchez (judge) has asked you to review the current social media policy for employees and make some recommendations as a result of an electronic media issue that was recently brought to your attention.

At a recent corporate meeting, one of the sales managers mentioned that clients have been discussing disturbing rumors about the company that they have observed on social media. Upon further investigation, several messages were found on Facebook and Twitter that were detrimental to the company's brand image and potential contracts. Most disturbing is that these messages were all posted by employees.

Some examples of posts that mentioned Creamy Goodness are as follows:

- "Someone on the vanilla line got REALLY sick today. Yuck! I won't be eating any Vanilla Creamy Goodness for a long time!"
- "I heard that Vanilla Bean is going to buy out Creamy Goodness! I hope that we don't lose our jobs! On a positive note, maybe we could get some better flavors cuz our ice cream sucks!"
- "I got hired at Creamy Goodness! I hate the work and my boss is an idiot, but at least I get paid decent and can sneak out early to party!"
- "Anyone know, is it true that our dairy supplier at Creamy Goodness is being watched for poor treatment of cows? I heard that they have been starving cows. Crazy! I would hope that our owner wouldn't stand for that!"
- "If you ever want to make awesome homemade ice cream, use raw sugar to make Orange Crush Ice Cream. That's what they use and it will taste exactly the same."

While the company has a very strict policy stating that there is no using social media while at work, it does not have a policy about posting information, whether they are true or false, on the Internet. With the continuous boom in the use of electronic devices and acceptance of their use in a variety of situations, it is time to develop some company guidelines and consequences for inappropriate use that may affect the stability of the business.

You have been asked to develop a company policy that includes at least 3 specific guidelines regarding the use of social media posting about the company. You should identify potential issues that could impact your company negatively as a result of these and other posts and what the consequences to the employees who post such messages should be. Finally, you should consider how the company is going to monitor future social media outlets.

You will share your thoughts and proposals to the human resource manager Mr./Miss Gabriel Sanchez (judge) in a role-play to take place in the human resource manager's (judge's) office. The human resource manager (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have shared your suggestions and have answered the human resource manager's (judge's) questions, the human resource manager (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. 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 Gabriel Sanchez, the human resource manager at Creamy Goodness, a manufacturer of a popular national brand of ice cream. You have asked an employee in your human resource department (participant) to review the current social media policy for employees and make some recommendations as a result of an electronic media issue that was recently brought to your attention.

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You have asked an employee on your team (participant) to develop a company policy that includes at least 3 specific guidelines regarding the use of social media posting about the company. He/she (participant) should identify potential issues that could impact your company negatively as a result of these and other posts and what the consequences to the employees who post such messages should be. Finally, he/she (participant) should consider how the company is going to monitor future social media outlets.

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

1. How should we address employees that say we can't control what is said and done outside of work or that it is freedom of speech?

- a. *Possible Solution: Private employers don't have First Amendment concerns in that there is no constitutional duty from them to allow or tolerate "free speech", but they do have to consider the National Labor Relations Act and various state laws that prohibit employers from disciplining employees for off-duty conduct.*

While many of the off-duty conduct laws were drafted to address an employee's use of tobacco off the worksite, many of them are written broadly enough to encompass use of social media, blogging, or other online activities. In addition, the NLRA protects an employee's right to engage in "concerted activities" regarding the terms and conditions of employment.

Many online activities, especially something like a Facebook post regarding wages or working conditions that is shared with co-workers, are forms of "concerted activity" that are protected under the law until it reaches the point of being "disloyal" to the employer. "Disloyal" can be complicated to define, but it distinguishes between comments that are merely complaining about work from ones that actively seek to reduce business by driving customers away.

2. How can we be sure that all of our employees understand the new policy and its importance to them and the company?

- a. *Possible Solution: By holding staff meetings and sharing corporate philosophies and guidelines in regards to the use of electronic devices. Have every employee sign a form stating that they have read and understand the new policies.*

After he/she has shared their suggestions and have answered your questions, you will conclude the role-play by thanking the employee on your team (participant) for his/her 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.

Level of Evaluation	Interpretation Level
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 th 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 th 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 th percentile of business personnel performing this performance indicator.



HUMAN RESOURCES MANAGEMENT SERIES, 2016 Participant: _____

I.D. Number: _____

JUDGE'S EVALUATION FORM
DISTRICT EVENT

INSTRUCTIONAL AREA: HUMAN RESOURCE MANAGEMENT

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Demonstrate responsible behavior	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
2.	Explain the use of employment contracts	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
3.	Demonstrate honesty and integrity	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
4.	Assist with establishment of work rules	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
5.	Discuss factors that impact human resource management (e.g. employment laws/regulations, company policies/procedures, compensation and benefit programs, etc.)	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
6.	Reason effectively, use systems thinking, make judgments and decisions, and solve problems?	0-1-2-3	4-5-6	7-8	9-10	
7.	Overall impression and responses to the judge's questions	0-1-2-3	4-5-6	7-8	9-10	
TOTAL SCORE						