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CAREER CLUSTER
Finance

INSTRUCTIONAL AREA
Customer Relations

PRINCIPLES OF FINANCE 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. Explain the nature of positive customer relations
2. Demonstrate a customer-service mindset
3. Reinforce service orientation through communication
4. Adapt communication to the cultural and social differences among clients

BUSINESS SITUATION

You are to assume the role of the COMMUNITY OUTREACH SPECIALIST for RIVERDALE CREDIT UNION. Riverdale Credit Union is located in the small, rural community of Riverdale and there is a lack of financial education for residents of all ages. You have been recommended by the Vice President of Public Relations, Mr./Ms. Reed (judge) to come up with a plan to implement financial education outreach into your community so that Riverdale Credit Union can better serve members and potential members to achieve financial independence.

It has been brought to the credit union's attention through various sources that multiple demographic groups in your community would benefit from financial education. First, a teller was having a conversation with a family that was opening a savings account for their son. The parents were concerned because the local high school does not offer a specific course related to personal financial literacy. Additionally, Riverdale Credit Union has noticed that there is a high percentage of foreclosures and bankruptcies among working individuals in the Riverdale area compared to the state average. Finally, many retirees in Riverdale have come into the credit union looking for help because they are facing challenges due to health care costs, living in retirement without an income, and are having trouble planning for the future.

Mr./Ms. Reed, the Vice President of Public Relations (judge), has asked you to come up with a new initiative to get Riverdale Credit Union out into the community to help area residents understand the importance of financial literacy at each stage in life. He/she would like you to propose a plan and present your ideas for promoting financial literacy with the residents.

You will present your plan to Mr./Ms. Reed (judge) in a meeting that will take place in his/her office. They will begin the meeting by welcoming you and asking to hear your plan proposal. After presenting your plan and answering his/her questions, Mr./Mrs. Reed will conclude the meeting by thanking you for your ideas.

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. Interview Situation
4. Judge Situation 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 SITUATION CHARACTERIZATION

You are to assume the role of Mr./Ms. Reed, the VICE PRESIDENT OF PUBLIC RELATIONS, for RIVERDALE CREDIT UNION. Riverdale Credit Union is located in the small, rural community of Riverdale and there is a lack of financial education for residents of all ages. You have recommended that the Community Outreach Specialist (participant) come up with a plan to implement financial education outreach into your community so that Riverdale Credit Union can better serve members and potential members to achieve financial independence.

It has been brought to the credit union's attention through various sources that multiple demographic groups in your community would benefit from financial education. First, a teller was having a conversation with a family that was opening a savings account for their son. The parents were concerned because the local high school does not offer a specific course related to personal financial literacy. Additionally, Riverdale Credit Union has noticed that there is a high percentage of foreclosures and bankruptcies among working individuals in the Riverdale area compared to the state average. Finally, many retirees in Riverdale have come into the credit union looking for help because they are facing challenges due to health care costs, living in retirement without an income, and are having trouble planning for the future.

As the Vice President of Public Relations (judge), you have asked the Community Outreach Specialist (participant) to come up with a new initiative to get Riverdale Credit Union in the community to help area residents understand the importance of financial literacy at each stage in

life. You would like the Community Outreach Specialist to propose a plan and the ideas for promotion to get out into the community to share financial literacy with the residents.

The Community Outreach Specialist (participant) will present their plan to you in a meeting that will take place in your office. You will begin the meeting by welcoming them into your office and asking to hear their plan proposal.

Judge Questions/Possible Solutions:

After the Community Outreach Specialist has finished presenting their plan, you are to ask the following questions of each participant:

1. Why is it important for us as a credit union to reach out to our members to educate them on financial topics, and what would happen if we didn't?

Possible answers could include:

As a credit union, one of our main goals is to serve our members, not make a profit. Serving members includes educating them on being financially literate and help them make financial decisions that will positively benefit their lives.

When our members make better financial decisions, our credit union prospers as well because that increases our assets, increases the products and services that our members utilize and decreases the negative things that our members may experience as a lack of financial education including defaulting on loans, negative balances, and fees for non-sufficient funds, overdrafts, etc.

If we do not help our members, we are not being ethically responsible and not fulfilling the mission of serving members to the best of our ability. Additionally our business could be impacted when they do not understand how to manage their money and how to make positive financial decisions.

Educating members is also important to our business because if we are not doing it, our members will search for financial advice elsewhere and we are losing out on another opportunity for retain customers, meet their needs, and provide them with positive things to share with other through word-of-mouth advertising.

2. What are the best channels for us to communicate the financial education to all three of the different target audiences?

Possible answers could include:

***For the high school student audience,** we could create a partnership with the local school district to come into their classes and provide financial education directly to them. Additionally, social media could reach this target audience as well as interactive games for them to play. When these students open accounts with us we could provide them with information about products and services that are targeted for them as well as information*

on where else they can get resources. Their parents also should be targeted to inform them about these opportunities for students.

For the parents, we should also provide information at account openings, direct mail and email campaigns, and traditional forms of media including TV and radio.

For the target audience of people with loans, mortgages, and bankruptcies, we should use traditional forms of media to inform them of opportunities to learn about these financial topics and resources they can use before they take out loans or get in that situation. We also should take a more personal approach with them to educate them and help them once they are in that negative situation by talking with them about resources available when they near that point and reinforce our mindset of helping them to get back to financial independence. Finally for the older members we could hold workshops and utilize traditional media such as newspaper, radio and TV to encourage them to come learn about products and services we have for people in their stage of life as well as tips for financial topics that apply to that stage.

Once they are finished answering your questions, you will conclude the meeting by thanking them for presenting the plan to you.

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.



PRINCIPLES OF FINANCE, 2017

Participant: _____

JUDGE'S EVALUATION FORM
DISTRICT EVENT

I.D. Number: _____

INSTRUCTIONAL AREA: Customer Relations

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of positive customer relations	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Demonstrate a customer-service mindset	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Reinforce service orientation through communication	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Adapt communication to the cultural and social differences among clients	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
21st CENTURY SKILLS						
5.	Reason effectively and use systems thinking?	0-1	2-3	4-5	6-7	
6.	Communicate clearly?	0-1	2-3	4-5	6-7	
7.	Show evidence of creativity?	0-1	2-3	4-5	6-7	
8.	Overall impression and responses to the judge's questions	0-1	2-3	4-5	6-7	
TOTAL SCORE						