



CAREER CLUSTER

Business Management & 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 21st 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 demonstrate the 21st Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st 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

- Distinguish between using social media for business and personal purposes.
- Explain how digital communications exposes business to risk.
- Describe the impact of a person’s social media brand on the achievement of organizational objectives.
- Repurpose content for social media.
- Identify ways that technology impacts business.

EVENT SITUATION

You are to assume the role of the director of human resources at ORGANIZATION OF TRAVEL AGENTS, an organization that educates, promotes and lobbies for travel agents across the nation. The executive director (judge) wants you to analyze whether the executive director (judge) should have a professional presence on social media.

The ORGANIZATION OF TRAVEL AGENTS has over 1 million members made up of travel agencies and other companies related to travel such as tours, cruises, hotels and car rental agencies. The members look to the organization as an advocate to represent the industry in public policy interests.

While the organization has its own social media presence on Facebook, Instagram, Twitter and LinkedIn, the executive director (judge) does not have any presence on social media neither professional nor personal. The executive director (judge) is considering venturing into the social media space.

The executive director (judge) wants you to explain the difference between social media use for professional use and for personal use, recommend a social media platform appropriate for the executive director (judge), explain risks involved in social media posts and demonstrate how the executive director's (judge's) posts can be repurposed for use on the organization's social media platforms.

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

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

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

1. Participant Instructions, 21st Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization
Allow the participants to present their ideas without interruption, unless you are asked to respond. 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.
4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of the executive director of ORGANIZATION OF TRAVEL AGENTS, an organization that educates, promotes and lobbies for travel agents across the nation. You want the director of human resources (participant) to analyze whether you should have a professional presence on social media.

The ORGANIZATION OF TRAVEL AGENTS has over 1 million members made up of travel agencies and other companies related to travel such as tours, cruises, hotels and car rental agencies. The members look to the organization as an advocate to represent the industry in public policy interests.

While the organization has its own social media presence on Facebook, Instagram, Twitter and LinkedIn, you do not have any presence on social media neither professional nor personal. You are considering venturing into the social media space.

You want the director of human resources (participant) to explain the difference between social media use for professional use and for personal use, recommend a social media platform that is appropriate for you, explain risks involved in social media posts and demonstrate how your posts can be repurposed for use on the organization's social media platforms.

The participant will present information to you in a role-play to take place in the participant's 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. How will content I post be different from the content on our organization's social media platforms?
2. Do I need to "friend" or "follow" everybody that follows me? Why or why not?

Once the director of human resources (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the director of human resources (participant) for the work. You are not to make any comments after the event is over except to thank the participant.

EVALUATION INSTRUCTIONS

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 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 director 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
2023**

JUDGE'S EVALUATION FORM
DISTRICT EVENT 2

Participant: _____

INSTRUCTIONAL AREA:
Communication Skills

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	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	
2.	Explain how digital communications exposes business to risk?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	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	
4.	Repurpose content for social media?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Identify ways that technology impacts business?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
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	
TOTAL SCORE						