



CAREER CLUSTER

Business Management and Administration

CAREER PATHWAY

Human Resources Management

INSTRUCTIONAL AREA

Communication Skills

HUMAN RESOURCES MANAGEMENT EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills—the ability to take a concept from an idea and make it real
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

1. Assess company's learning needs.
2. Describe elements of a human resources management's communications program.
3. Employ communication styles appropriate to target audience.
4. Choose appropriate channel for workforce communication.
5. Explain the nature of staff communication.



CASE STUDY SITUATION

VALU-AID is a national drug store chain located in all fifty states. VALU-AID employs over 240,000 diverse employees – ranging in age from 16 to over 60, all leading busy and demanding lifestyles. Upper management at VALU-AID is finding it difficult to communicate with employees; to disseminate relevant information from corporate social responsibility information to employee benefits. Store managers are complaining that simply posting information in the break room or handing out printed materials is not a guarantee that the information will be read or comprehended.

Recently, VALU-AID distributed the updated policies and procedures handbook to all stores, asking store managers to have each employee read the update and sign a statement acknowledging awareness of the update. After six months, only 42% of employees had followed through. Upper management understands printed materials may be outdated, but feels that electronic posts may alienate those without knowledge of or access to technology.

YOUR CHALLENGE

With an endless variety of mediums to choose from: internet, print, webinars, wikis and social networking, the CEO of VALU-AID has asked you to pinpoint the communication methods that would yield the greatest participation rates for each of the employee populations listed below. The CEO would like you to also provide a communication campaign for each of the employee populations.

- Millennial Employees
- Generation X Workers
- Mature Worker Population

You will present your ideas to the CEO in 30 minutes.

JUDGE'S EVALUATION FORM
HUMAN RESOURCES MANAGEMENT
SAMPLE

PERFORMANCE INDICATORS	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Demonstration	Judged Score
DID THE PARTICIPANT:					
1. Assess company's learning needs?	15-14-13	12-11-10-9	8-7-6-5-4	3-2-1-0	_____
2. Describe elements of a human resources management's communications program?	15-14-13	12-11-10-9	8-7-6-5-4	3-2-1-0	_____
3. Employ communication styles appropriate to target audience?	15-14-13	12-11-10-9	8-7-6-5-4	3-2-1-0	_____
4. Choose appropriate channel for workforce communication?	15-14-13	12-11-10-9	8-7-6-5-4	3-2-1-0	_____
5. Explain the nature of staff communication?	15-14-13	12-11-10-9	8-7-6-5-4	3-2-1-0	_____
PRESENTATION					
	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Demonstration	Judged Score
6. Clarity of expression	5	4	3-2	1-0	_____
7. Organization of ideas	5	4	3-2	1-0	_____
8. Showed evidence of mature judgment	5	4	3-2	1-0	_____
9. Overall performance: Appropriate appearance, poise, confidence, presentation, technique and responses to judge's questions.	10-9	8-7-6	5-4-3	2-1-0	_____
			TOTAL SCORE		_____