



**CAREER CLUSTER**  
Hospitality and Tourism

**CAREER PATHWAY**  
Restaurant and Food and Beverage Services

**INSTRUCTIONAL AREA**  
Professional Development  
Human Resource Management

## **QUICK SERVE RESTAURANT 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. Discuss the nature of human resources management.
2. Orient new employees.
3. Explain the need for ongoing education as a worker.
4. Explain possible advancement patterns for jobs.
5. Identify skills needed to enhance career progression.



## **EVENT SITUATION**

You are to assume the role of human resources director for fifteen BUS STOP restaurants. The owner of the chain (judge) has asked you to develop a strategy to entice quality employees to BUS STOP restaurants.

BUS STOP restaurants are located in a large metropolitan area of 300,000 people. The area has a state university, three private universities, several private business and technology schools, a community college and six high schools. The growing city has numerous quick-serve restaurants that keep very busy. Despite the availability of students from the local schools, finding high quality, committed employees to work at the restaurants has become a major challenge.

Hiring and keeping good employees is one of the most difficult and important tasks for successful entrepreneurs. Employees expect good wages while employers expect dedicated employees. The turnover rate in the restaurant industry is close to 100% each year. Employers must budget enough money to train new employees and pay wages that will attract good employees. BUS STOP estimates that it costs \$150 to train an employee, and keeping long-term employees is one of their top goals. Due to a high employee turnover rate in the restaurant business, integrating new staff into the existing employee base is very important. Long-term employees must act as positive mentors for the new employees. The long-term employees are expected to train new employees and need incentives for the extra responsibility.

The owner of the fifteen BUS STOP restaurants (judge) has asked you to develop a successful strategy to locate, recruit, hire, train and retain the best possible employees. Each store requires 15 to 20 employees during the week. You must describe wages and extra perks that will attract and keep the best employees. You also must explain incentives for long-term employees who are expected to train the new employees.

You will present your ideas to the owner (judge) in a role-play to take place in the owner's (judge's) office. The owner (judge) will begin the role-play by greeting you and asking to hear your plan. After you have described your plan and have answered the owner's (judge's) questions, the owner (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 owner of fifteen BUS STOP restaurants. You have asked your human resources director (participant) to develop a strategy to entice quality employees to the BUS STOP chain.

BUS STOP restaurants are located in a large metropolitan area of 300,000 people. The area has a state university, three private universities, several private business and technology schools, a community college and six high schools. The growing city has numerous quick-serve restaurants that keep very busy. Despite the availability of students from the local schools, finding high quality, committed employees to work at the restaurants has become a major challenge.

Hiring and keeping good employees is one of the most difficult and important tasks for successful entrepreneurs. Employees expect good wages while employers expect dedicated employees. The turnover rate in the restaurant industry is close to 100% each year. Employers must budget enough money to train new employees and pay wages that will attract good employees. BUS STOP estimates that it costs \$150 to train an employee, and keeping long-term employees is one of their top goals. Due to a high employee turnover rate in the restaurant business, integrating new staff into the existing employee base is very important. Long-term employees must act as positive mentors for the new employees. The long-term employees are expected to train new employees and need incentives for the extra responsibility.

You have asked the human resources manager (participant) to develop a successful strategy to locate, recruit, hire, train and retain the best possible employees. Each store requires 15 to 20 employees during the week. The human resources manager (participant) must describe wages and extra perks that will attract and keep the best employees. The human resource manager (participant) also must explain incentives for long-term employees who are expected to train the new employees.

The human resources director (participant) will present a plan to you in a role-play to take place in your office. You will begin the role-play by greeting the human resources director (participant) and asking to hear his/her suggestions.

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

1. How can BUS STOP instill loyalty in the employees they hire?
2. What is the advantage of hiring high school students?
3. What are some extra perks that BUS STOP can offer employees to increase the loyalty of their work force?

Once the human resources director (participant) has presented a plan for improving business at BUS STOP and has answered your questions, you will conclude the role-play by thanking the human resources director (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.

<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.

**JUDGE'S EVALUATION FORM**  
**QSRM**  
**SAMPLE EVENT**

**DID THE PARTICIPANT:**

**1. Discuss the nature of human resources management?**

**Little/No Value**

**0, 1, 2, 3, 4, 5**

Attempts at discussing the nature of human resources management were inadequate or weak.

**Below Expectations**

**6, 7, 8, 9, 10, 11**

Adequately discussed the nature of human resources management.

**Meets Expectations**

**12, 13, 14, 15**

Effectively discussed the nature of human resources management.

**Exceeds Expectations**

**16, 17, 18**

Very effectively discussed the nature of human resources management.

**2. Orient new employees?**

**Little/No Value**

**0, 1, 2, 3, 4, 5**

Attempts at orienting new employees were inadequate or weak.

**Below Expectations**

**6, 7, 8, 9, 10, 11**

Adequately oriented new employees.

**Meets Expectations**

**12, 13, 14, 15**

Effectively oriented new employees.

**Exceeds Expectations**

**16, 17, 18**

Very effectively oriented new employees.

**3. Explain the need for ongoing education as a worker?**

**Little/No Value**

**0, 1, 2, 3, 4, 5**

Attempts at explaining the need for ongoing education as a worker were inadequate or unclear.

**Below Expectations**

**6, 7, 8, 9, 10, 11**

Adequately explained the need for ongoing education as a worker.

**Meets Expectations**

**12, 13, 14, 15**

Effectively explained the need for ongoing education as a worker.

**Exceeds Expectations**

**16, 17, 18**

Very effectively explained the need for ongoing education as a worker.

**4. Explain possible advancement patterns for jobs?**

**Little/No Value**

**0, 1, 2, 3, 4, 5**

Attempts at explaining possible advancement patterns for jobs were inadequate or unclear.

**Below Expectations**

**6, 7, 8, 9, 10, 11**

Adequately explained possible advancement patterns for jobs.

**Meets Expectations**

**12, 13, 14, 15**

Effectively explained possible advancement patterns for jobs.

**Exceeds Expectations**

**16, 17, 18**

Very effectively explained possible advancement patterns for jobs.

**5. Identify skills needed to enhance career progression?**

**Little/No Value**

**0, 1, 2, 3, 4, 5**

Attempts at identifying skills needed to enhance career progression were inadequate or weak.

**Below Expectations**

**6, 7, 8, 9, 10, 11**

Adequately identified skills needed to enhance career progression.

**Meets Expectations**

**12, 13, 14, 15**

Effectively identified skills needed to enhance career progression.

**Exceeds Expectations**

**16, 17, 18**

Very effectively identified skills needed to enhance career progression.

**6. Overall impression and response to the judge's questions.**

**Little/No Value**

**0, 1**

Demonstrated few skills; could not answer the judge's questions.

**Below Expectations**

**2, 3, 4**

Demonstrated limited ability to link some skills; answered the judge's questions adequately.

**Meets Expectations**

**5, 6, 7**

Demonstrated the specified skills; answered the judge's questions effectively.

**Exceeds Expectations**

**8, 9, 10**

Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.

Judge's Initials \_\_\_\_\_

TOTAL SCORE \_\_\_\_\_