



JUDGING INFORMATION PACKET

COMPETITIVE EVENTS PROGRAM

HUMAN RESOURCE MANAGEMENT

Thank you for agreeing to share your time and knowledge with Collegiate DECA members at the International Career Development Conference (ICDC)!

As a judge you will sit across the table from Collegiate DECA's most talented members and evaluate their knowledge and skills they've developed all year. You provide the 'real world' expertise that sets our industry-validated competitive events program apart as you determine who will advance to finals or be named an international finalist.

ICDC would not be possible without your commitment. On behalf of all Collegiate DECA students and staff, thank you for serving as a competitive events judge!



CASE STUDY EVENTS | INDIVIDUAL

JUDGING INSTRUCTIONS

DECA's Competitive Events Program is aligned to industry-validated National Curriculum Standards in the career clusters of marketing, business management and administration, finance, and hospitality and tourism. The DECA members you will be judging have qualified from a series of competitions and represent the top performers from their state/province.

EVENT OVERVIEW

- The event you have agreed to judge includes one case study situation.
- You have been assigned to judge the case study in one section of this event.
- In your section, you will judge 10-15 participants, who are only competing against each other in the preliminary competition. The top performers from each section will advance to final competition.
- Each participant will have 30 minutes to analyze the situation, come up with recommendations, and develop a presentation. Participants will then meet with you for a 15-minute presentation.
- A list of five performance indicators specific to the scenario is included in the participant's instructions. These are distinct tasks the participant must accomplish during his/her presentation. The participants are given an additional four performance indicators that are based on 21st Century Skills. As a judge, you will evaluate each participant's presentation according to these specific performance indicators, 21st Century Skills, and ability to answer questions.

YOUR ROLE AS A JUDGE

- Carefully review the case study and evaluation form, understanding your characterization as a judge. At this time you may want to develop questions to ask each participant. When it is time for you to begin seeing the participants, they will be brought to your judging table one at a time.
- When a participant is brought to your judging table, the 15-minute presentation time will begin immediately after introductions.
- Following the participant's presentation of the solution to the case study, you may ask clarifying questions related to the presentation. If you developed general questions based on the case study, please ask these same questions to all participants for consistency in scoring.
- Materials appropriate for the situation may be handed to you or left with you by the participants. Materials must be created by the participants using materials provided during the designated preparation period. Participants are permitted to use reference materials and visual aids.
- Close the interaction with the participant by thanking him/her for the work. Please do not provide any feedback to the participant.
- Use pencil to complete the scantron form, recording the score in the box and blackening the correct score. You may need to adjust scores as you establish clear expectations for performance.
- If you have any questions, please consult your event director.
- All participants, regardless of race, color, religion, sex, national origin, age, disability, sexual orientation or socio-economic status, should be treated equally and respectfully.

TIPS AND SUGGESTIONS

- Perform a consistent judge characterization and maintain the same expectations of participants throughout to ensure an equitable competitive environment.
- Create a positive learning environment for participants.
- To assist with the determination of winners, please avoid giving ties.
- Participants scoring a combined total score of 70% or better on the competitive event components will earn a Certificate of Excellence.



1 PARTICIPANT



1 CASE STUDY



PRESENTATION
TIME

*Thank you for
volunteering to evaluate
our emerging leaders and
entrepreneurs.*



CAREER CLUSTER

Business Management and Administration

CAREER PATHWAY

Human Resources Management

INSTRUCTIONAL AREA

Human Resources Management

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 60 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. Assist with establishment of work rules.
2. Assist employees with prioritizing work responsibilities.
3. Harmonize tasks, projects and employees in the context of business priorities.
4. Identify ways that technology impacts business.
5. Explain the nature of staff communication.



CASE STUDY SITUATION

You are the director of human resources at BELLA ADVERTISING, a large advertising and public relations firm located in a major metropolitan area. BELLA employs over one hundred full time employees that service both local and national accounts.

All full-time account executives at BELLA ADVERTISING are issued smart phones and notebook tablets upon hiring. The company smart phones and notebook tablets are to be used for work related purposes and also personal calls when traveling on business.

Recently, the vice president of marketing at BELLA ADVERTISING sent an urgent email asking for a volunteer to help with an advertising pitch for a local charity fundraiser. The first to respond would be rewarded with a bonus. Yesterday, a sales executive was reprimanded for not immediately replying to an email from the sales director. An administrative assistant did not have the proper presentation cued in this morning's staff meeting per the email request from the company president. All of these email requests were sent in the late evening hours, several hours after the close of business at BELLA ADVERTISING.

Employees at BELLA ADVERTISING now feel compelled to constantly monitor their notebook tablets and smart phones; whether company issued or personal. Even on weekends and while on vacations, employees are afraid they will miss important directives or opportunities if not consistently checking in. At the same time, more and more employees have been counseled on limiting the amount of time spent on social media sites, personal email and personal phone calls. This dichotomy has created a lot of confusion.

YOUR CHALLENGE

The president of BELLA ADVERTISING wants you to develop a work policy for smart phone and notebook tablet use, both personal and company issued, for the BELLA staff.

The president has requested a meeting with you to hear your policy recommendations. Your policy needs to address the following:

- Appropriate response times for emails; both internal and external
- Rules for response time during weekends, sick leave, annual leave and after close of business
- Regulations for personal use of notebook tablets and smart phones
- Enforcement procedures for new policies

You will present your new policy to the president in a meeting to take place in the president's office. The president may be accompanied by additional executives from the company.



HUMAN RESOURCE MANAGEMENT, 2014

Participant: _____

JUDGE'S EVALUATION FORM
SAMPLE EVENT

I.D. Number: _____

INSTRUCTIONAL AREA: Human Resource Management

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Assist with establishment of work rules?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Assist employees with prioritizing work responsibilities?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Harmonize tasks, projects and employees in the context of business priorities?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Identify ways that technology impacts business?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Explain the nature of staff communication?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and responses to judge's questions?	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						