



CAREER CLUSTER

Business Management and Administration

CAREER PATHWAY

Human Resources Management

INSTRUCTIONAL AREA

Information Management

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 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

1. Describe the use of technology in human resources management.
2. Describe planning techniques used in the hiring process.
3. Describe the scope of the internet.
4. Assess information needs.
5. Apply information to accomplish a task.

EVENT SITUATION

You are to assume the role of director of human resources for SOCIETY OF OUTDOORS ENTHUSIASTS, a nonprofit organization that promotes outdoor activities and encourages local members to meet for group activities. The executive director (judge) has asked you to describe how social media can be used to advertise an open position at the organization's headquarters.

Currently, the SOCIETY OF OUTDOORS ENTHUSIASTS has 300,000 members world wide and has extremely active Facebook and Twitter accounts, each with over 150,000 followers. The social media followers are not all official members of the organization. Recently, the organization began Instagram and currently has 50,000 followers.

The SOCIETY OF OUTDOORS ENTHUSIASTS has 45 full time employees that run the organization. Recently, the director of marketing resigned from the organization, leaving an open position. The director of marketing position requires a minimum education requirement of a bachelor's degree, five years of experience in marketing or a related field and the willingness and ability to move to the location of the organization. Unfortunately, SOCIETY OF OUTDOORS ENTHUSIASTS is unable to offer any relocation reimbursement.

The executive director (judge) wants to only advertise the director of marketing position on social media rather than using employment websites or using agencies. SOCIETY OF OUTDOORS ENTHUSIASTS has never used social media for hiring purposes before, so the executive director (judge) has many questions and concerns.

The executive director (judge) would like you describe how social media can be used to advertise the director of marketing position. The executive director (judge) would also like to know:

- Will advertising the position on social media result in thousands of applicants?
- What would be our strategy for posting the job on social media?
- How can we be sure we only consider truly qualified candidates?
- Should we advertise the open position on all three of our social media accounts?

You will present information 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 the information 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'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. 21st Century Skills and 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 executive director for SOCIETY OF OUTDOORS ENTHUSIASTS, a nonprofit organization that promotes outdoor activities and encourages local members to meet for group activities. You have asked the director of human resources (participant) to describe how social media can be used to advertise an open position at the organization's headquarters.

Currently, the SOCIETY OF OUTDOORS ENTHUSIASTS has 300,000 members world wide and has extremely active Facebook and Twitter accounts, each with over 150,000 followers. The social media followers are not all official members of the organization. Recently, the organization began Instagram and currently has 50,000 followers.

The SOCIETY OF OUTDOORS ENTHUSIASTS has 45 full time employees that run the organization. Recently, the director of marketing resigned from the organization, leaving an open position. The director of marketing position requires a minimum education requirement of a bachelor's degree, five years of experience in marketing or a related field and the willingness and ability to move to the location of the organization. Unfortunately, SOCIETY OF OUTDOORS ENTHUSIASTS is unable to offer any relocation reimbursement.

You want to only advertise the director of marketing position on social media rather than using employment websites or using agencies. SOCIETY OF OUTDOORS ENTHUSIASTS has never used social media for hiring purposes before, so you have many questions and concerns.

You would like the director of human resources (participant) to describe how social media can be used to advertise the director of marketing position. You would also like to know:

- Will advertising the position on social media result in thousands of applicants?
- What would be our strategy for posting the job on social media?
- How can we be sure we only consider truly qualified candidates?
- Should we advertise the open position on all three of our social media accounts?

The participant will present information to you in a role-play to take place in your 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. Are we ignoring certain demographics by only posting on social media sites?
2. Does a potential director of marketing need to be an outdoor enthusiast to work for our organization?
3. What do we do if the social media postings do not yield any qualified candidates?

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 resource (participant) for the 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.

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,
2017**

Participant: _____

I.D. Number: _____

**JUDGE'S EVALUATION FORM
DISTRICT EVENT #2**

**INSTRUCTIONAL AREA
Information Management**

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Describe the use of technology in human resources management?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Describe planning techniques used in the hiring process?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Describe the scope of the internet?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Assess information needs?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Apply information to accomplish a task?	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						