



CAREER CLUSTER
Business Management and
Administration

CAREER PATHWAY
Human Resources Management

INSTRUCTIONAL AREA
Human Resources Management

HUMAN RESOURCE 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

- Explain human resources management functions.
- Explain the nature of organizational culture.
- Describe ways that businesses build positive employer-employee relationships.
- Foster employee engagement and commitment.
- Recognize/Reward others for their efforts and contributions.

CASE STUDY SITUATION

You are the chief human resources officer for SALUTATIONS, a company that designs, prints, and markets greeting cards and stationery. SALUTATIONS has been in business for eight years and has 200 employees, including 175 full-time employees and 25 part-time employees.

The president of the company has noticed a change in the organizational culture and employee engagement in the last few years. A recent employee survey demonstrated that the majority of employees do not feel valued, which has led to a lack of engagement and loyalty to the company. In the last two years, SALUTATIONS has seen the loss of several employees that have invested over five years of service to the company.

There are currently no employee service anniversary guidelines in place at SALUTATIONS. The president of the company has not participated in any formal or informal acknowledgement of employees' years of service since the company began.

YOUR CHALLENGE

The president has asked you to develop employee service anniversary guidelines for the company. The president wants you to determine:

- the frequency of service anniversary acknowledgement
- appropriate gifts/recognition to be received at each proposed benchmark
- internal and external communication considerations

The president also wants you to demonstrate how acknowledging service anniversaries fosters employee loyalty and commitment and affects the organizational culture.

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 RESOURCE MANAGEMENT
2020**

JUDGE'S EVALUATION FORM
Association Event 1

Participant: _____

INSTRUCTIONAL AREA
Human Resources Management

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain human resources management functions?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Explain the nature of organizational culture?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Describe ways that businesses build positive employer-employee relationships?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Foster employee engagement and commitment?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Recognize/Reward others for their efforts and contributions?	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 response to judge's questions	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						