



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Communications

INSTRUCTIONAL AREA

Emotional Intelligence

MARKETING COMMUNICATIONS 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 demonstrate the 21st Century Skills and 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

- Explain the use of social media for digital marketing.
- Leverage social networks for customer engagement.
- Explain the nature of effective communications.
- Persuade others.
- Recognize/Reward others for their efforts and contributions.

EVENT SITUATION

You are to assume the role of the director of marketing at MEYERS PUBLIC LIBRARY, an all ages public library in a city of 25,000 people. The library director (judge) has asked you to create a social media contest that will encourage more high school students to visit the public library during the summer months.

MEYERS PUBLIC LIBRARY has large collections of books, periodicals, and DVDs available for children and adults. During the daytime operating hours, the library has many senior citizens and young children patrons. The hours after school bring in many school aged children. They come to the library to work on homework, do research, or simply relax and find something to read.

During the summer months, senior citizens and young children remain loyal patrons of the library, however, high school students tend to stop their visits altogether. Without homework or school projects, the teenagers in town spend their summers working part-time jobs or relaxing.

The library director (judge) wants the number of high school students visiting the library during the summer months to increase. The director (judge) wants you to create a social media contest that will engage high school students in the community and persuade them to visit the library.

The director (judge) wants you to present the details of the social media contest and rewards and recognition that will be given to contest winners.

You will present your ideas to the library director (judge) in a role-play to take place in the director's (judge's) office. The director (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the director's (judge's) questions, the director (judge) will conclude the role-play by thanking you for your work.

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures, 21st Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization
Allow the participants to present their ideas without interruption, unless you are asked to respond. 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.
4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of the library director at MEYERS PUBLIC LIBRARY, an all ages public library in a city of 25,000 people. You have asked the director of marketing (participant) to create a social media contest that will encourage more high school students to visit the public library during the summer months.

MEYERS PUBLIC LIBRARY has large collections of books, periodicals, and DVDs available for children and adults. During the daytime operating hours, the library has many senior citizens and young children patrons. The hours after school bring in many school aged children. They come to the library to work on homework, do research, or simply relax and find something to read.

During the summer months, senior citizens and young children remain loyal patrons of the library, however, high school students tend to stop their visits altogether. Without homework or school projects, the teenagers in town spend their summers working part-time jobs or relaxing.

You want the number of high school students visiting the library during the summer months to increase. You want the director of marketing (participant) to create a social media contest that will engage high school students in the community and persuade them to visit the library.

You want the director of marketing (participant) to present the details of the social media contest and rewards and recognition that will be given to contest winners.

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. How can we get more high school students to follow the library on social media?
2. Why is it important for the library to have patrons during the summer months?

Once the director of marketing (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the director of marketing (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

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.



**MARKETING COMMUNICATIONS SERIES
2020**

JUDGE'S EVALUATION FORM
DISTRICT EVENT #2

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA:
Emotional Intelligence

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the use of social media for digital marketing?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Leverage social networks for customer engagement?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the nature of effective communications?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Persuade others?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Recognize/Reward others for their efforts and contributions?	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						