



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

1. Explain the nature of organizational culture.
2. Foster employee engagement and commitment.
3. Recognize/Reward employees.
4. Foster “right” environment for employees.
5. Choose and use appropriate channel for workplace communication.

CASE STUDY SITUATION

You are the director of human resources at HAZELTON MARKETING AND PUBLIC RELATIONS, a firm that works with businesses and organizations in the region to produce marketing and public relations campaigns and activities. The company employs 300 people in a variety of roles: administration, creative, sales, finance and account management.

HAZELTON has experienced an unusually high percentage of “front line” employee turnover in the last two years and has struggled to find new hires to fill open positions. Current employees are struggling to manage the workload of the vacant positions and morale is not at its highest.

Once a year, employees at HAZELTON undergo an annual review. Employees are rated by their managing director on job skills, emotional intelligence, communications and initiative. Employees that work in the sales department also have their sales quotas and goals reviewed. The employee that brings in the most dollars for the firm is awarded with Employee of the Year, which involves a coveted reserved parking spot, a \$3,000 bonus and a name plate added to the Employee of the Year plaque in the firm’s lobby.

Other than the annual Employee of the Year award for the top sales person, no other employee recognition is awarded at HAZELTON. The president of the firm feels it is now time to begin an ongoing employee recognition program that includes all non-management employees, not just the sales team.

The president feels that an employee recognition program will promote a more desirable and positive organizational culture that will not only boost morale, but be attractive to jobseekers.

YOUR CHALLENGE

The president of HAZELTON wants you to outline a recognition program specifically for non-management employees. The goals of the employee recognition program are to increase employee engagement and commitment, and to promote a desirable organizational culture.

The president would like you to address, at a minimum, the following items for the outline of the employee recognition program:

- How often should employees be recognized?
- What employee qualities/contributions should be recognized?
- What are the benefits of having recognition from management?
- What are the benefits of having peer-to-peer recognition?
- What are possible rewards for employee recognition?

You will present the outline for the employee recognition program to the president in a meeting to take place in the president’s office. Additional executives may accompany the president in the meeting.

You will receive 2-3 questions from the judge pertaining to the case situation.



HUMAN RESOURCE MANAGEMENT

Participant: _____

JUDGE EVALUATION FORM
2017-2018 Web Sample

I.D. Number: _____

INSTRUCTIONAL AREA
Human Resources Management

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of organizational culture?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Foster employee engagement and commitment?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Recognize/Reward employees?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Foster "right" environment for employees?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Choose and use appropriate channel for workplace 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						