



## **CAREER CLUSTER**

Business Management and Administration

## **CAREER PATHWAY**

Human Resources Management

## **INSTRUCTIONAL AREA**

Human Resources Management

# **HUMAN RESOURCES MANAGEMENT SERIES EVENT**

## **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> 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.

## **21<sup>st</sup> 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 ways that businesses build positive employer-employee relationships.
2. Foster employee engagement and commitment.
3. Describe the nature of benefit plans.
4. Demonstrate a customer service mindset.
5. Assess effectiveness of employee-relations activities.

## EVENT SITUATION

You are to assume the role of human resources director for ACHIEVEMENT FINANCIAL, a company that provides financial services to business clients and individuals. The president of the company (judge) has asked you to plan an event that will change the way that the company's open enrollment period for benefits is managed.

ACHIEVEMENT FINANCIAL has 150 employees; one hundred are full-time, and fifty of the company's employees are part-time. Full-time employees, after staying with the company for 90 days, are offered a benefits package. The benefits offered to full-time employees include: health insurance, life insurance, flexible spending accounts, supplemental insurance and dental insurance. Employees can choose from different policies and can choose to include spouses and/or dependents in their policies.

Each November, ACHIEVEMENT FINANCIAL has an open enrollment period that lasts for 45-days. During this 45-day open enrollment period, additions and changes can be made to an employee's benefits package. For example, an employee that did not choose to participate in the company's health insurance at the start of employment can do so during open enrollment. An employee can change to a different policy, or add additional family members during open enrollment.

Typically, the human resources department sends an email to the entire ACHIEVEMENT FINANCIAL staff a month before open enrollment, attaching all applicable information regarding benefits. The email directs the employees to read over the information and make an appointment to meet with someone in the human resources department during the open enrollment period. While all pertinent information is disseminated, it is a very bland process and the president (judge) feels it does not highlight the great benefits the company offers its employees.

This year, ACHIEVEMENT FINANCIAL will be offering two new benefits: vision insurance and pet insurance. The company will also be offering a new workplace perk; the company will now allow two days off per calendar year for volunteer work.

The president (judge) has asked you to plan an event that will take the place of the standard employee email announcing open enrollment. The event must showcase all of ACHIEVEMENT FINANCIAL's benefits, including the new offerings. The president (judge) wants you to address the following questions:

- Who should be invited to the event (vendors, related professionals, employees, family, etc.)?
- When should the event take place? Provide a specific date, day(s) of week and time frame.
- Where should the event take place?
- Should employee attendance be mandatory?
- Which methods should be used to communicate new benefits and perks?
- How can the company assess the effectiveness of the event?

You will present your event ideas to the president (judge) in a role-play to take place in the president's (judge's) office. The president (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your event ideas and have answered the president's (judge's) questions, the president (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. 21<sup>st</sup> 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 president of ACHIEVEMENT FINANCIAL, a company that provides financial services to business clients and individuals. You have asked the human resources director (participant) to plan an event that will change the way that the company's open enrollment period for benefits is managed.

ACHIEVEMENT FINANCIAL has 150 employees; one hundred are full-time and fifty of the company's employees are part-time. Full-time employees, after staying with the company for 90 days, are offered a benefits package. The benefits offered to full-time employees include: health insurance, life insurance, flexible spending accounts, supplemental insurance and dental insurance. Employees can choose from different policies and can choose to include spouses and/or dependents in their policies.

Each November, ACHIEVEMENT FINANCIAL has an open enrollment period that lasts for 45-days. During this 45-day open enrollment period, additions and changes can be made to an employee's benefits package. For example, an employee that did not choose to participate in the company's health insurance at the start of employment can do so during open enrollment. An employee can change to a different policy, or add additional family members during open enrollment.

Typically, the human resources department sends an email to the entire ACHIEVEMENT staff a month before open enrollment, attaching all applicable information regarding benefits. The email directs the employees to read over the information and make an appointment to meet with someone in the human resources department during the open enrollment period. While all pertinent information is disseminated, it is a very bland process and you feel it does not highlight the great benefits the company offers its employees.

This year, ACHIEVEMENT will be offering two new benefits: vision insurance and pet insurance. The company will also be offering a new workplace perk; the company will now allow two days off per calendar year for volunteer work.

You have asked the human resources director (participant) to plan an event that will take the place of the standard employee email announcing open enrollment. The event must showcase all of ACHIEVEMENT's benefits, including the new offerings. You want the human resources director (participant) to address the following questions:

- Who should be invited to the event (vendors, related professionals, employees, family, etc.)?
- When should the event take place? Provide a specific date, day(s) of week and time frame.
- Where should the event take place?
- Should employee attendance be mandatory?
- Which methods should be used to communicate new benefits and perks?
- How can the company assess the effectiveness of the event?

The participant will present event ideas 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 does your event remind employees that ACHIEVEMENT is a great place to work?
2. Does holding this event mean that the information should not be provided in another format?

Once the human resources director (participant) has presented event ideas and has answered your questions, you will conclude the role-play by thanking the human resources director (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.

| <b>Level of Evaluation</b> | <b>Interpretation Level</b>   |
|----------------------------|---|
| 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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.                               |



**HUMAN RESOURCES MANAGEMENT SERIES,  
2018**

Participant: \_\_\_\_\_

I.D. Number: \_\_\_\_\_

**JUDGE'S EVALUATION FORM**

**INSTRUCTIONAL AREA**

Human Resources Management

Did the participant:

|                                       |   | Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations | Judged Score |
|---------------------------------------|---|-----------------|--------------------|--------------------|----------------------|--------------|
| <b>PERFORMANCE INDICATORS</b>         |   |                 |                    |                    |                      |              |
| 1.                                    | Describe ways that businesses build positive employer-employee relationships? | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| 2.                                    | Foster employee engagement and commitment?                                    | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| 3.                                    | Describe the nature of benefit plans?   | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| 4.                                    | Demonstrate a customer service mindset?                                       | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| 5.                                    | Assess effectiveness of employee-relations activities?                        | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| <b>21<sup>st</sup> CENTURY SKILLS</b> |   |                 |                    |                    |                      |              |
| 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                  |              |
| <b>TOTAL SCORE</b>                    |   |                 |                    |                    |                      |              |