

Bimonthly Tasks for January: Weeks 3-4

60 pts each department leaders need to show evidence of completion on or before February 1st. Tasks completed early can be turned in and verified at any time. Divide the tasks up equally so that you can complete them all. All members of the department will receive the same task points. Some time outside of the office might be required to complete the following tasks and some tasks have noted deadlines that are due for competition before the 1st of February

Communications Department

Points Earned ____/60

Department Meeting:

Meet as a department and read aloud and discuss all tasks for the next 2 weeks. Fill in task sheet with names and who is responsible for each task and turn in a copy of this task sheet to administration as soon as possible. In addition, each Friday/Monday the officers will be awarding work points for each department leader (each day 0-2 pts or 10 per week) for the last 2 weeks in January. Officers failing to complete this will get no work points awarded. HR will be sending out the form to do this.

Task 1: Los Angeles Trade Show Newsletter TM: (HIGH PRIORITY-Needs to be completed by January 24th)

This issue of the newsletter will be the January or February Company Newsletter and it used for the competitions at Los Angeles and nationals. Review the newsletter competition rubric found in the Trade Show Rubrics for Los Angeles in portal under Competition Rubrics. Make sure to use your English teacher to have them proofread the letter and make needed corrections before you submit it for competition. See copies of the newsletter to all employees and upload the PDF into your company communications folder on the Google Account.

____ 15 pts Evidence 1.1: Newsletter submitted for competition for LA Trade Show by January 24th
Employee responsible for this task

____ 5 pts Evidence 1.2: PDF of Newsletter → Canvas January 3-4
Employee responsible for this task

Note (TM) This notes a department competition and any award won will be added as bonus points to your department grades

Task 2: Bakersfield Report:

Department report found in the matrix under communications. Based on your discussion in your leadership meeting, complete the department report about your department's role that details the areas that went well and areas that need to improve at the trade shows. Each report should cover the following areas; Trade Show Preparation, Trade Show performance and recommendations on areas that need to improve. Save this file as you will be using for department goals in the coming weeks.

____ 10pts Evidence: Send a digital copy to COO and a PDF → Canvas January 3-4
Vice President of Communications

Task 3: Company Rating Web Site:

Using the download the **Company Rating** file from the Task Matrix as a guide, you will be collecting evidence towards your company rating status. There are 5 rating levels, Red, Blue, Bronze, Silver and Gold. Your goal is to reach the highest rating possible by the end of the year. Create a website using the Site App in your company Google Drive. In the site create a company rating home page that has links to 4 pages representing Quarter 1- 4.

____ 10pts Evidence: Site built and confirmed by teacher observation
Employee responsible for this task

Task 4: Company Social Media:

Review the social media schedule in your company Google calendar and revise or complete the schedule through the end of April. Complete the required social media posts over the next 2 weeks. It is important to maintain consistency in the posts so they should be done evenly across the period and should not all be. Social media is one of the main tools that should be used to drive people to our web site for online sales. Meet with the teacher to check your social media sites and verify you have met the requirements. Request a friend request with your teacher and the other century companies.

____ 5pts Calendar Evidence 4.1: Updated Teacher Observation
Employee responsible for this task

____ 5pts Twitter Evidence 4.2: 2 business-related tweets each week: Teacher Observation
Employee responsible for this task

____ 5pts Instagram Evidence 4.3: 2 company-related posts each week: Teacher Observation
Employee responsible for this task

____ 5pts LinkedIn Evidence 4.4: 2 weekly updates or posts: Teacher Observation
Employee responsible for this task