

Bimonthly Tasks for February: Weeks 3-4

Company _____

60 pts each department leaders need to show evidence of completion on or before March 8th. 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 8th of March

Communications Department

Team Points ____/60

Department Meeting and Work Points: 20 pts total

Meet as a department and decide who will do which tasks for the next 2 weeks. Fill in task sheet with names and who is responsible for each task. It can be multiple people and turn a copy into your chief officer and the teacher. 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 next 3 weeks. Officers failing to complete this will get no work points awarded. HR will be sending out the form to do this and a reminder at the end of the week.

Task 1: March Newsletter:

Complete the issue (2 pages only, non-competition) that will be use as the March Company Newsletter. Use the same format and design that has been used in previous issues of the newsletter. The responsibility of the newsletter should be rotated so each employees has the responsibility of producing, March April & May newsletters. Send this to Digital Media to be uploaded to the company website. If you have time you can begin working on the April newsletter so it can be printed for NY.

_____ 12.5 pts

Evidence: March Newsletter → Canvas (PDF print ready)

Employee responsible for this task

_____ 2.5 pts

Evidence: March Newsletter added to website → Teacher Observation

Employee responsible for this task

Task 2. Social Media Updates:

Maintain your calendared schedule of posting for social media. Each person that is responsible for social media needs to maintain that by consistent material being sent out to advertise and help keep our company relevant. Update Facebook and LinkedIn weekly with company related news. Update twitter and Instagram should have 2 posts a week and be used to drive people to the web site to generate business. Use product advertising not social posting. You will need to be creative in generating business relevant message and posts to receive your points. Just pictures of the company and its employees will get you no points. Submit the social media account names in Canvas and your teacher will visit the site for verification.

_____ 5 pts

Evidence 2.1: Instagram Posts → Teacher Observation

Employee responsible for this task

_____ 5 pts

Evidence 2.2: Twitter Posts → Teacher Observation

Employee responsible for this task

_____ 2.5 pts

Evidence 2.3: LinkedIn Posts → Teacher Observation

Employee responsible for this task

_____ 2.5 pts

Evidence 2.4: Facebook Business Account Posts → Teacher Observation

Employee responsible for this task

Task 3. Company Google Account

Maintain the company Google e-mail and drive. This team member will be responsible about logging in each day and reviewing all of the e-mail and deleting what is unimportant, forward any email that has to go to employees and saving important e-mail in folders. Create category folders to save important e-mails. Include the following categories: submissions, purchases, each department, and advertising. Add any other folders not mention that would be a new category. The e-mail should be cleared out each day. In addition, create a "customer" group in the e-mail contacts that includes all of the past customers and any who purchased from our website. Get the customer list from sales and the online customers from the store manager in the portal. While in Contacts, export the list by going to "More" and down to export and export as a Google CSV file. Drop that list into the communications folder.

_____ 5 pts

Evidence: Instructor Observation task is complete.

Employee responsible for this task

Task 4: Company Rating Evidence Galleries:

Collect as much **Quarter One & Quarter 2** evidence that you can. Review the list of items and the evidence required. One the site you created in task 4, populate the quarter 1 and quarter 2 pages with the evidence samples. Total the evidence on the Company Ratings File and add up all the point that the company has earned. Your goal is to collect at least 120pts in evidence and you will lose 1 pt for each rating point below 120 of evidence that is not collected.

_____ 15pts

Evidence: Company Rating File → Canvas Feb 3-4 and teacher observation

Employee responsible for this task

Task 5. State of the Company presentation:

You will be participating in the Board of Directors meeting on February 27, you will be developing an action plan for the company and your department. Leadership will share the creation of the presentation and you will be presenting the art department section of the presentation and giving mid-year information highlighting communication contributions to the company development. The State of the Company presentation will occur on March 7th.

_____ 10pts

Evidence: Communication Section of State of the Company → Canvas Feb 3-4

Vice President of Communications