

Communications Department

Bimonthly Tasks for September Weeks 1-2

60 pts - Each department leader needs to show evidence of completion on or before September 13th. Tasks completed early can be turned in and verified at any time. It is the responsibility of each department leader to make sure that this is done. All members of the department will receive the same task points. All late work will be worth 1/2 credit. Assign the below tasks to team members so that you can complete all tasks by the deadline.

Task 1. Junior Company Interview Preparation:

Participate in meeting time to meet with the prospective junior vice president applicants before they interview. Share the basics of what you do in the position in a big picture and what you do in a typical week. Participate in the company interviews for that position.

5pts Evidence: Signed Verified Mr. Gersten _____ **Responsibility of Vice President**

Task 2. Company Bulletin Board:

Update your company bulletin board and develop a September theme. The bulletin board should be updated weekly and the theme will be updated at the beginning of each month.

5pts Evidence: Completed Bulletin Board for September: Facilitator Observation

Responsibility: Any Team Member.

Task 3. Company LinkedIn Account:

Sign up for a LinkedIn account, once an account has been set up. Research how to set up a company account and have all employees connect with that company account.

5pts Evidence: List of employees that have connected: Submit in Canvas

Responsibility: Any Team Member.

Task 4. Competitor Social Media Research and Social Media Comparison Report

Research the use of social media in companies in the real world that sell the products or similar products that your company offers and follow them to see what they are doing to promote their company. Write a report that compares the real companies use of social media to how your company uses social media. Dedicate one paragraph to each of the social media applications that you use and compare it to how they use social media to how you used the same social media in the past year. In the conclusion of the report, discuss changes that you would like to make to make your company social media more in line with what real companies are doing in the social media marketplace. Share the report and your findings at the next leadership meeting.

15pts Evidence: Social Media Comparison Report: Submit in Canvas

Responsibility: Vice President

Task 5. October Company NewsLetter

Each month your team will be designing and printing a company employee newsletter. Meet with your team to brainstorm ideas for the newsletter. If you would like you can change the name and design from last year. Open and follow the Newsletter Guide found in the VE Matrix under Communications. This guide will give the general guidelines for all competitive newsletters. Use this as a guide when planning what will be in the newsletter. The first issue of the newsletter will be the October Company Newsletter and it should have an articles that give a general overview of what you do and highlights the company's performance in the past year. This newsletter will be 2 pages in length. Submit the draft of the newsletter to your facilitator for final proofing.

15pts Evidence: Draft of October Newsletter: Submit with Task Verification form

Task 6. Fountain Valley Exhibition Planning:

The communications department will be planning a number of trips this year. Your first opportunity is to plan your company trip to the Fountain Valley Exhibition on November 8th. Obtain the event flyer from your facilitator and order the bus, create the company release form and employee permission forms. See Sandra in the workroom for help with these tasks.

5pts Evidence: Completed Bus Request: Sandra's Signature _____

5pts Evidence: Completed Release Form: Sandra's Signature _____

5pts Evidence: Completed Permission Form: Sandra's Signature _____