

## Bimonthly Tasks for January: Weeks 1-2

60 pts each department leaders need to show evidence of completion on or before January 18th. 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 18th of January

### Digital Media Department

#### 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 the teacher and chief officers as soon as possible. Note there will be no work points for the next two weeks, but will start up again January 22nd.

#### Task 1: Website Competition Window

Your website will be judged in three different events over the next 5 weeks and it is important to make sure the site looks its best to do well in the competitions. Review the e-commerce web site competition rubric as this will be used in the next 3 competitive events as is found in Rubric tab in the portal under trade shows.

##### National Web Site Competition™: January 17th - February 7th

A national team of VEI Mystery Shoppers will serve as judges for this competition. Judging will be based on these shoppers' opinions of your website from a consumer's perspective. Sites will be evaluated in three areas, First Impressions, Making A Purchase, and an Overall Rating. It is important to constantly update the web site to try to get the best star rating for our site. Results will be published on the Portal in late February or early March. At that time your team will get 0-20 pts for the competition and will be award based on your company star rating. You will get 5 points per star earned and can earn bonus points if you are recognized in the top company ranking.

##### Bakersfield Competition™: January 17th

Your submission for Bakersfield has been entered. Judging could still be going so keep working to make the site look as professional as possible. You will be getting points based on your scores from the trade show can earn bonus points if you are recognized in the top company ranking.

**20 pts Evidence: Score will be based on how well you score in the Bakersfield competition**

\_\_\_\_\_  
Employee responsible for this task

#### Task 2: Video Commercial 2.0 : (HIGH PRIORITY-Needs to be completed by January 24th)

You will be award points on your teams performance in Bakersfield that was submitted back in December. For your next competition, you have very little time to revise the video and this should be top priority for your department. Visit the Competition Rubrics in the portal and review the Video Commercial competition rubric. Based on the video results from Bakersfield, review the video submission and try to improve on the project. Meet with your coordinator and discuss possible changes and make those changes so that the commercial can be completed and submitted on time. This video will be used in the Los Angeles and Nationals over the next 4 weeks. The updated video needs to be submitted for Los Angeles on January 24th by 5:00 pm. You will be getting points based on your scores from the trade show can earn bonus points if you are recognized in the top company ranking.

**20pts Evidence: Score will be based on how well you score in the Bakersfield competition**

\_\_\_\_\_  
Employee responsible for this task

#### Task 3: Department and Company Web Site Additions

Get PDF copies of all the employee newsletters (communications) and Employee manual (HR) and create links to the PDF files on the web site.

**5pts Evidence: Uploaded Company Newsletters and Employee Manual → Teacher Observation**

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Employee responsible for this task

#### Task 4: Bakersfield Photos and Video

Archive the state conference with pictures and video clips from company activities and competition. Upload the files to the company Google photos account in a designated folder for Bakersfield

**5pts Evidence 4.1: Team Photo at Booth → Teacher Observation**

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Employee responsible for this task

**5pts Evidence 4.2: Photos uploaded to Google account → Teacher Observation**

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Employee responsible for this task

**5pts Evidence 4.3: Video footage uploaded to Google account → Teacher Observation**

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Employee responsible for this task

**Note any awards in™ competitions will be added as a bonus to your department grades**