

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

Digital Media 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: Video Commercial 2.0 ™: (HIGH PRIORITY-Needs to be completed by January 24th)

You have very little time and this should be a top priority for your department. Based on the video you submitted to Bakersfield. Review the scoring and judges comments and improve the project. This video will be used in the Los Angeles Trade show. The video needs to be in mp4 format for submission.

Employee responsible for this task

15pts Evidence 1.1: Completed Updated Video for competition in the portal

Employee responsible for this task

5pts Evidence 1.2: Completed Updated Video for competition → Canvas January 3-4

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

Task 2: Website Competition Window

Your website will be judged in two different events over the next 4 weeks and it is important to make sure the site looks its best to do well in the competitions. Review the results from Bakersfield and San Diego and make adjustments to your site. Review the e-Commerce web site competition rubric as this will be used in the next 2 competitive events as is found in the Rubric tab in the portal under trade shows.

National Web Site Competition ™: January 17th - February 7th (20pts)

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. 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. Points will be awarded when the competition results are announced in March.

Los Angeles Competition ™: January 24th (20pts)

Enter your submission for Los Angeles through the portal. Judging could still be going on, 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. You will get 5 points per star earned and can earn bonus points if you are recognized in the top company ranking. Points will be awarded following the February 19th competition.

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

Task 3: Employee Uniform Pictures:

Now that you have your company uniforms, you need to schedule a day to photograph all employees in their uniforms. You will need, several shots, including; an all company picture, department group pictures, and Individual pictures. For the individual pictures find a place with a white background to take the individual pictures. When the pictures are complete, upload all pictures to the company Google account, in the Drive or Google Photos.

15 pts _____
All Digital Media team members

Evidence: Company Uniform Photos in Google Account → Teacher Observation

Task 4: 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.

Vice President of Digital Media

10pts Evidence: Send a digital copy to CEO and a PDF → Canvas January 3-4

Task 5: Web Site Judging:

Each team member signs up to be a judge for the national online competition under the **Competition Manager**, found on the VEI home page-Events-National Online Competitions. As a team, judge 15 web site entries and submit the results using the Website Judging File found in the task Matrix under Digital Media. Total of all team members files should add up to 15 sites judged.

All Digital Media team members

15 pts Evidence: Web Site Judging Files from team members → Canvas January 3-4