

# 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

## Digital Media 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. National Video Commercial Competition™ Must be submitted by Tuesday 3/8

Based on the video you submitted to Los Angeles, review the scoring and judges comments and improve the project. See your teacher about how to view your results. This video will be used in the National competition. This will be the last competition your team can win awards. Do your best to improve the video for these final events. The video needs to be in mp4 format for submission.

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

**Evidence 1.1: Completed Video upload for National Competition**

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

**Evidence 1.2: Updated Company Video posted on company website → Canvas Feb 3-4**

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

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

### Task 2. Web Survey Results:

Over the next couple task periods you will gather data from the web survey and will be writing a report on the results in the next task period. Your team will develop a series of questions to post for people to evaluate your web site. Review the competition rubrics and use that for a starting place to develop questions you will be asking people. The questions will be on a 5 star system or a scale of 1-5. Type up the question in Google docs and print them for your teacher to review. Using a Google forms from the company account, test it to make sure it will work for application on the website and then develop and post the survey on the website to give visitors an opportunity to take the survey and evaluate the company website.

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

**Evidence: Web Survey Questions → Task Verification Sheet**

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

**Evidence: Working Web Survey On Website → Teacher Observation**

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

### Task 3. Add Newsroom Section to Website

Add a new heading to the web site called Newsroom. In this section you will have a drop down menu that includes; Company News (This is a time-line of news from October to present detailing significant things in the company that have happened) Press Releases (these are announcements about the company and information about those announcements), Investments (company financial information including monthly balance sheets and income statements) and Awards (this should be a visual representation of the awards and recognitions the company has won over the past year.) In addition, add a monthly special page to the products menu. Meet with the marketing department to determine what this will be for March. Each section should be its own page and you will be developing content for those pages over the next couple weeks. See your teacher for details of what is expected for this series of tasks.

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

**Evidence 3.1: Company News Page completed with news content**

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

**Evidence 3.2: Press Releases completed with press release content**

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

**Evidence 3.3: Awards completed with awards won by the company in a visual format**

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

**Evidence 3.4: Monthly Promotions (meet with Marketing for March special)**

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

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

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

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

### Task 4. 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 Digital Media contributions to the company development. The State of the Company presentation will occur on March 7th.

\_\_\_\_\_  
Vice President of Digital Media

**Evidence: Digital Media Section of State of the Company → Canvas Feb 3-4**