

Bimonthly Tasks for March Weeks 2-4

60 pts each department leaders need to show evidence of completion. At the end of each task period print this sheet and turn it in. for recording of grades. 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 verifications and evidence must be turned in by March 29th. All work after that will be worth 1/2 credit.

Digital Media Department

Department Points _____/60pts

Department Meeting and Work Points: 30 pts total

Meet as a department and decide who will do which tasks for the next 3 weeks. Fill in task sheet with names and who is responsible for each task. Make two copies and turn them into the teacher and Chief officers. 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 3 weeks in March. Officers failing to complete this will get no work points awarded. HR will be sending out the form to do this.

Task 1.0: National Video Commercial Competition (HIGH PRIORITY) - Deadline Wednesday, March 13th

Finalize the updated company Video Commercial to have it ready for national competition. Review the submission requirements in the portal and make sure that you submit your entry by March 13th. You can earn bonus points for your team if you place in the competition.

Vice President of Digital Media

10pts

Evidence: Copy of receipt found in company G-mail, forwarded to coordinator.

Task 2.0: Spring-Summer Product Offerings Planning: (high priority complete asap)

Attending the meeting run by the chief officers with sales, marketing, digital media, and art department leaders and brainstorm ideas to update the company product line for catalog and website. Work with the art and sales department to generate a list that includes: retail price, wholesale cost and product description & details. Work with the art department to find the product images that will be used in the catalog and web site.

Vice President of Digital Media

5pts

Evidence: Lists of new products offerings → Canvas March 2-4

Task 3.0: Commercial Judging:

It is important to compare what you have done to your competition, therefore you will reviewing and judging video commercials from the national online competition. The judging window opens on March 14th and team member sign 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 entries and submit the results using the Video Judging File found in the task Matrix under Digital Media. Total of all team members files should add up to 15 sites judged. It is recommended that all team members serve as judges.

All Digital Media team members

15 pts

Evidence: Video Judging Files from team members → Canvas March 2-4

Task 4.0: Year in Review Video Plan:

Last month you submitted your plan for the Year in Review Video. Begin the process of putting together the beginning of the video with titling and introduction materials. You should have the first 2 min of finished content done and submit that as a mp4 for evidence. The finished video should be 10+ minutes (due in May) and will be shown at the end of the year luncheon.

Employee responsible for this task

15pts

Evidence: 2+ minutes of Year in Review video (mp4 format) → Canvas March 2-4

Task 5.0: Web Survey Results

You will be getting feed back all month from the website survey. On the final week of March, meet with your entire department and review the results form the survey and all previous e-commerce results from trade shows. Designate one person to be the recorded for the meeting as these notes will be your only evidence that you meet and completed the work. The trade show results can be found at the VEI home page → Events → National Online competition → Competition Manager. Your login is company e-mail and company password. Click on the Award cup (top right)to see judges comments. Start with trade show first and then move the online survey you conducted through your website. Go through each question and discuss the responses and possible changes that your team would like to make to improve the website.

Employee responsible for this task

5pts

Evidence 5.1: Submission of survey results → Canvas March 2-4

Employee responsible for this task

10pts

Evidence 5.2: Meeting notes, signed and dated by all → Task Verification form