

# Communications Department

## Bimonthly Tasks for February Weeks 1-2

60 pts each department leaders need to show evidence of completion on or before February 14th. 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 submissions on February 14th. Work points will be awarded during this task period for your employees.

### Department Meeting:

Meet as a department and read aloud and discuss all the tasks for the next 2 weeks. Fill in the 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. You will be uploading the tasks for verification to both the company Google drive in the February 1-2 Folder and Canvas.

### Task 1: National Newsletter™ (HIGH PRIORITY)

Employee Responsible: \_\_\_\_\_

This issue of the newsletter will be used for the nationals competition. Meet with your teacher to clean up any areas that need to improve before you submit the newsletter. This will be your department's last chance to win an award for the company. Upload the newsletter to the company drive in the folder February 1-2 as evidence

\_\_\_\_ 5 pts Evidence 1.1: Final review with teacher; signature \_\_\_\_\_ Date \_\_\_\_\_

\_\_\_\_ 10 pts Evidence 1.2: Newsletter submitted for the national competition by February 12th

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

### Task 2. Los Angeles Exhibition Preparation (SHORT TIMELINE)

Employee Responsible: \_\_\_\_\_

Develop the company permission and release form for the Los Angeles Conference & Exhibition. This is a required event and everyone should attend. The templates for these forms can be found in the **Task Matrix** under **Communications**. Work with Sandra to make sure the forms meet the school requirements. Finalize your company's permission and release form and send the release form to Sandra in the workroom for submission of the release to attendance by February 7th. Copy permission forms and hand them out to employees. Verify with your teacher that all permission forms have been collected. Upload the newsletter to the company drive in the folder February 1-2 as evidence

\_\_\_\_ 5pts Evidence 3.1: Permission Form: Sandra's Signature \_\_\_\_\_ Date \_\_\_\_\_

\_\_\_\_ 5pts Evidence 3.2: Release Form: Sandra's Signature \_\_\_\_\_ Date \_\_\_\_\_

### Task 3: Bulletin Board

Employee Responsible: \_\_\_\_\_

Update the company bulletin board to reflect a theme for the month of February. Include any new or old important information for the company employees. Keep all employee pictures covered in plastic sleeves (see teacher) to protect the images from vandalism. In addition, hang the company award certificates in the area around (or on) the bulletin board to recognize the company achievements over the past competitive events.

\_\_\_\_ 5 pts Evidence: Picture of the board with award certificates → Canvas & Drive February 1-2

### Task 4: Social Media Updates

Employee Responsible: \_\_\_\_\_

Maintain your calendared schedule of posting for social media. Follow companies in the real world that are similar to yours and develop social media ideas that mirror what they are posting and sending out. Each person that is responsible for social media needs to maintain that by consistent material being sent out to advertise and help keep our company relevant. The goal is to drive traffic to the company website to increase sales. Screenshot each social media post and upload the screenshots to the company drive in the folder February 1-2 as evidence of the activity over the two-week period for each social media.

\_\_\_\_ 5pts Twitter Evidence 4.1: (2) business-related tweets each week over the next 2 weeks

\_\_\_\_ 5pts Instagram Evidence 4.2: (2) company-related posts each week over the next 2 weeks

\_\_\_\_ 5pts LinkedIn Evidence 4.3: (1) company-related posts each week over the next 2 weeks

### Task 5: Trade Show Packing

Employee Responsible: \_\_\_\_\_

Update the Trade Show Notebook with printed information for the Los Angeles trade show. Handout and collect permission forms, Work with your COO to develop the bus and work schedule for LA and communicate to everyone the schedules for the trade show. Pack and prepare for the trade show so it is ready to load by Friday, February 14th. (there is a holiday on Monday, so this needs to be ready Tuesday Morning)

\_\_\_\_ 10 pts Evidence: Notebook completed, with the following evidence:

\_\_\_\_ Permission forms and roster → COO Initials \_\_\_\_\_ Teacher Initials \_\_\_\_\_

\_\_\_\_ Work & Bus Schedule → Canvas & Drive February 1-2

\_\_\_\_ List of Packed Materials → COO Initials \_\_\_\_\_