

# Communications Department

## Bimonthly Tasks for January Weeks 3-4

60 pts each department leaders need to show evidence of completion on or before January 31st. 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 January 24th. Work points will be awarded during this task period for your employees.

### Department Meeting:

Meet as a department and read aloud and discuss all 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 January 3-4 Folder and Canvas.

### Task 1: Competition Newsletter <sup>TM</sup>: (HIGH PRIORITY) Employee Responsible: \_\_\_\_\_

This issue of the company newsletter will be the January or February Company Newsletter and it will be used for the competition at Los Angeles and Nationals. It needs to be your best effort so far. This will be your departments' last opportunity to compete in the newsletter competitions. Review the Company Newsletter rubric found in the HUB → Curriculum under Competitions & Events → Competition Rubrics. It is essential that you cover each requirement in the rubric to get your best score. The submission must not have any grammar or spelling errors. The final version is due January 24th at 5:00 pm for LA. Upload a PDF copy of the Company Newsletter submission to Canvas and the Google Drive for teacher and Chief Officer review and verify. In addition, we will be printing the newsletter to use in the booth at Los Angeles, see you instructor to make sure the PDF is print ready for task 1.4.

\_\_\_ 5 pts Evidence 1.1: Newsletter submitted for LA Competition

\_\_\_ 5 pts Evidence 1.2: PDF of Newsletter uploaded → Canvas & Drive January 3-4

\_\_\_ 5 pts Evidence 1.3: Newsletter submitted for Nationals

\_\_\_ 5 pts Evidence 1.4: Print ready PDF of Newsletter uploaded → print drive for printing

Note any awards in <sup>TM</sup> competitions will be added as a bonus to your department grades

### Task 2: Trade Show and Department Reports: Responsible: Vice President of Communications

As a follow-up of the Bakersfield Trade Show, you will be meeting as a leadership team to discuss the company's performance at the state conference. Complete the **Department Report** found in the **Task Matrix** under communications. Based on your discussion in your leadership meeting, complete the top section and hold a meeting with your department and discuss the lower sections of the report. Upload copies of the department report to Canvas and the Google Drive for teacher and Chief Officer review.

\_\_\_ 10 pts Evidence: Completed Department Report → Canvas & Drive January 3-4

### Task 3: Company Social Media: Employee Responsible: \_\_\_\_\_

Set up the social media publishing schedule through the end of April in the companies Google calendar and complete the required social media posts over the next 2 weeks. It is important to maintain consistency in the posts so they should be done evenly across the period and should not all be. Make sure the teacher and COO are following your sites as they will be checking your social media sites to verify you have met the requirements.

\_\_\_ 5pts Twitter Evidence 3.1: (2) business related tweets each week over the next 2 weeks

\_\_\_ 5pts Instagram Evidence 3.2: (2) company-related posts each week over the next 2 weeks

\_\_\_ 5pts LinkedIn Evidence 3.3: (1) company-related posts each week over the next 2 weeks

### Task 4: Company Google Account: Employee Responsible: \_\_\_\_\_

Clean up the company's Google account by sorting through the email. Forward any important email to the person the email was sent to. In addition, update the contacts with contact cell phone and email information for all employees. Create new label groups for all employees, leadership, all customers that have purchased from the company over the past 3 months. For the customer group you will need their email only.

\_\_\_ 5pts Evidence: Google Account Verified → Teacher & COO Observation

### Task 5: February or March Newsletter <sup>TM</sup>: Employee Responsible: \_\_\_\_\_

Develop the next issue of the company newsletter. This issue will be only two pages. Upload copies of the department report to Canvas and the Google Drive for teacher and Chief Officer review.

\_\_\_ 10 pts Evidence: Signed proof-read newsletter submitted with Task Verification form