

Communications Department

Bimonthly Tasks for January Weeks 1-2

60 pts each department leaders need to show evidence of completion on or before January 17th. 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 completion before the 18th of January

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 the teacher and chief officers as soon as possible

Task 1: State Competition Preparation:

Employee Responsible: _____

Create a master event (Hub Competitions and Events-Event Overview-agenda), competition and work schedule (see VP of Sales) for your teammates who will be attending Bakersfield. The competition schedule should include competition title, time they compete, rooms they report to and map location of the room. (information found in the Bakersfield folder on the Google drive). Print copies for each person with highlighted competition and work schedules on the front and highlighted map on the back. Place additional copies in the Trade Show binder as extras. Using a blank copy of the schedule, have each person attending sign that they received their personal highlighted copy of the competition schedule.

____ 10 pts Evidence 1.1: Competition Schedule submitted with Task Verification form

____ 5 pts Evidence 1.2: Signed Blank highlighted copies received submitted with Task Verification form

Task 2: Bakersfield Trade Show Preparation & Packing:

Employee Responsible: _____

Using the Trade Show Binder/Notebook. Print or collect the following items to be included in the Bakersfield section of the Trade Show Notebook. Employee Contact information, Event Information, Company Registration, Competition Information. After collecting the materials for the Bakersfield Trade Show and determine which section each material should be filed under. Collect the information requested below. Print the trade Show checklist and pack and prepare for the trade show so it is ready to load on the bus by Tuesday, January 14th. Publish the work schedule for employees via email and Slack

____ 5 pts Evidence 2.1: Trade Show Notebook: Bakersfield - Teacher signature _____

____ 5 pts Evidence 2.2: Check list completed/packed- COO verified _____

Task 3: Competition Newsletter TM: (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 newsletter competition rubric found in the Trade Show Rubrics for Los Angeles on the portal under Competition Rubrics. Use your, English teacher, to have them proofread the letter and sign and date the proof and submit this as evidence and make needed corrections and print a black and white copy, before you submit a pdf of the newsletter to Canvas for final review. The final versions is due January 24th at 5:00 pm.

____ 5 pts Evidence 3.1: Signed proof-read newsletter submitted with Task Verification form

____ 5 pts Evidence 3.2: Printed corrected newsletter submitted with Task Verification form

____ 5 pts Evidence 3.3: PDF of the corrected newsletter for final review → Canvas January 1-2

Task 4: January Bulletin Board:

Employee Responsible: _____

Update the company bulletin board the first week in January. Create a company header (top section of board) that will stay the same each month and uses company colors. This header should have the company name, slogan and company logo. This will be used as a showcase for company communications, pictures, social media, and announcements. The area below the header should represent the theme for the month. Submit photo in Canvas

____ 5 pts Evidence: Photo of Board with company header and January Theme → Canvas January 1-2

Task 5: Company Social Media:

Employee Responsible: _____

Follow the schedule you set up for social media in your company 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. The teacher will check your social media sites to verify you have met the requirements.

____ 5pts Twitter Evidence 5.1: (2) business related tweets each week over the next 2 weeks

____ 5pts Instagram Evidence 5.2: (2) company-related posts each week over the next 2 weeks

____ 5pts LinkedIn Evidence 5.3: (1) company-related posts each week over the next 2 weeks