

Communications Department

Company Name _____

Bimonthly Tasks for November

60 pts - Each department leader needs to show evidence of completion on or before November 22nd. 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 late work will be worth 1/2 credit.

Department Meeting:

Meet as a department and read together and assign all tasks for the next 2 weeks. Fill in task sheet with names and who is responsible for each task. Turn in a copy of this Task Sheet for your department to the Chief Officers and teacher as soon as possible. Award weekly work points in the form sent out by HR.

Task 1: Publishing November Newsletter:

Send out the PDF version of this newsletter to all employees in the company via email. In addition send a copy to Digital Media to be added to the web site. Have Mr. Gersten review the newsletter and send it for printing so it can be used in the booth for the trade show.

2.5pts **Evidence: November Newsletter emailed to all employees:** _____ is responsible

2.5pts **Evidence: November Newsletter sent to printshop:** Gersten initials received _____

Task 2. November Bulletin Board:

Update the monthly company bulletin board. The board needs to reflect a new theme for each month, but does not need to have the month name. The board should have the company name and logo at the top and will be used as a showcase for company communications, pictures, social media, and announcements.

5pts **Evidence: Picture of the November Bulletin board:** → Submit in Canvas _____ is responsible

Task 3: Preparing for the San Diego Conference & Exhibition:

As a department, attend the meeting scheduled by marketing to prepare for the San Diego. Following the meeting, create a conference binder for the competitive events that the company will be attending over the next 6 months. Design dividers for each event that includes San Diego, Bakersfield, Los Angeles and Bay Areas. For each event, the binder include: Planning Information, Registration, Work Schedule, Conference & Exhibition Information, competition rubrics, permission forms and results. Collect the San Diego materials for the binder. Communications will coordinate the attendance, packing and unpacking after the event. All company employees as will be expected to attend this event on December 6th. See Mr. Gersten to coordinate parent permission forms and who will be attending Belmont Park following the event. Prepare a release form for the company employee and print 4 copies for the teacher.

5pts **Evidence: Conference Binder & San Diego materials:** _____ is responsible

5pts **Evidence: Collection of Attendance Forms & Release Form:** _____ is responsible

Task 4: Company Social Media & Google Account

Following the schedule you set up in the social media 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 done one or a few days. In addition you are required to get 80% (about 25 people) or more of your company employees to follow you on Twitter and Instagram. Maintain the company's Google account, read all email. Determine if email should be printed, forwarded to employees, saved and sorted or deleted in the company Gmail account. Print any advertisements and post them using push pins on the back board near the door. The points will be awarded by teacher observation of your social media feeds.

5pts **Evidence: 4 business related tweets and Instagram posts:** _____ is responsible

5pts **Evidence: weekly LinkedIn updates:** _____ is responsible

5pts **Evidence: Company email maintained:** _____ is responsible

Task 5: December Newsletter Layout and Design:

This is the newsletter that will be going to our state competition. Review the competition rubric found in the portal under **Trade Shows - Rubrics**. Meet with your team and brainstorm ideas that should be in the newsletter for the coming month. The newsletter will have 3 articles, each will be about 100-150 words and will be created using InDesign. The articles should address the type things the judges will be looking for in the competition. After you have a good idea of what you want to have in the newsletter, Assign one person to be the design lead and get 4 sheets of paper and the lead will sketch a detailed and labeled layout out draft of your December newsletter. We want everyone to contribute to the competition submission. Assign team members each of the pages. Have everyone will pass their finished work on to the lead. Print the finished newsletter and turn in to the teacher.

5pts **Evidence: Detailed & Labeled Draft of Newsletter:**Mr. Elway: signature received_____

10pts **Evidence: Printed 4-page draft of newsletter** Mr. Elway: signature received_____

Task 6. Junior Company Mentorship:

Multiple times each week, check in with the Communications Department to see how they are with their tasks and answer any questions they have concerning their November tasks. This mentorship will continue throughout the first semester. They will be grading you on your helpfulness and involvement. Those grades will be reported to your teacher to be added to your grades.

5pts **Evidence: Signed by junior VP of Communications**_____November week 2

5pts **Evidence: Signed by junior VP of Communications**_____November week 3