

# Communications Department

Company \_\_\_\_\_

## Bimonthly Tasks for October 2-4

60 pts - Each department leader needs to show evidence of completion on or before October 25th. 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. Assign the below tasks to team members so that you can complete all tasks by the deadline.

### Task 1: Department & Leadership Meeting:

Make copies of this sheet and meet as a department and assign all tasks for the next 2 weeks. Fill in task sheet with names. Turn in a copy to the Chief Officers and teacher as soon as possible. Complete the weekly work performance evaluation for your associates sent to you by your HR department.

**5pts Evidence: Complete and turn into the Chief Officers & Teacher: Vice President responsible**

### Task 2: Morning Brief: DAILY "COMING EVENTS" :

Assigned to \_\_\_\_\_

Develop a daily communications procedure to communicate with ALL employees called the Morning Brief. This can take the form of a public announcement. Currently very few employees look at the company bulletin board so a new communication tool needs to be added. This will be like the daily broadcast to give you information about what is happening or will be happening related to your company. Make sure that a "NOTICE" of the next coming event from the "Schedule Board" is announced and posted every day on COMPANY BOARD. POST on that sheet: "What do you need to do to be prepared for: \_\_\_\_\_" Turn in the proposal to Canvas.

**5pts Evidence: Daily Communication Proposal: Vice President responsible**

### Task 3. Company Bulletin Board:

Assigned to \_\_\_\_\_

As stated in the previous task, the bulletin board needs to be more of a communication tool than an art exhibition. It needs to engage employees to come up and read what is on the board. Go to the Task Matrix and find **B-Board Ideas** under **Communications** and review the ideas from that website. Update your company bulletin board and develop an October "business" or "event" theme. Provide an area on the board for Human Resources to post and develop employee related information. Emphasize what are we doing?, where are we going?. The bulletin board should be updated weekly and the theme will be updated at the beginning of each month. Make sure the "Company Coming Events" are on the board with a "business" theme. It should not look like an elementary school teachers board

**5pts Evidence: Completed Bulletin Board for October: Facilitator Observation**

### Task 5. Social Media Analysis Report

Assigned to \_\_\_\_\_

Analyze the effectiveness of social media in the company. Start by making sure that the company attends both social media sessions at the leadership conference. Write a social media report that analyzes each social media platform the company uses. In the report, include: the number of followers, the number we are following, number of posts over the past year per month, the percentage that were Business Related (driving traffic to our website) or Social related (pictures of people in the company). Following each platform report evaluate the effectiveness of that platform in generating interest and driving sales. Make recommendations to improve this aspect of the company.

**10pts Evidence: Vice Presidents Attend the Leadership Workshop**

**15pts Evidence: Analysis For : Twitter: 5pts Instagram: 5pts LinkedIn Analysis: 5pts**

### Task 6. November Company NewsLetter

Assigned to \_\_\_\_\_

Begin working on the November Company Newsletter and it should have articles that highlight the company for the last 6 weeks and be designed using the newsletter rubric to ensure you cover the required components of competition. This newsletter will be 4 pages in length as you prepare for the submission in December for the state competition. This newsletter will be printed and used for display in the booth in San Diego. Submit the draft of the newsletter to your facilitator for proofing. The newsletter will be finalized and sent to printing in the next task period.

**15pts Evidence: Draft of November Newsletter:**

### Task 5. Junior Company Mentorship:

Multiple times each week, check in with junior Vice President of Communications to see how they are doing with their tasks and answer any questions they have concerning their October 2-4 series of 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 Vice President \_\_\_\_\_ October week 1**

**5pts Evidence: Signed by junior Vice President \_\_\_\_\_ October week 2**