



**CAREER CLUSTER**

Business Management & Administration

**CAREER PATHWAY**

Human Resources Management

**INSTRUCTIONAL AREA**

Communication Skills

**HUMAN RESOURCES MANAGEMENT SERIES EVENT**

**PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge).
- You will be evaluated on how well you demonstrate the 21<sup>st</sup> Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

**21<sup>st</sup> CENTURY SKILLS**

---

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

**PERFORMANCE INDICATORS**

---

- Explain the nature of organizational development.
- Explain the nature of staff communication.
- Choose and use appropriate channel for workplace communication.
- Distinguish between using social media for business and personal use.
- Explain the nature of effective communications.

## EVENT SITUATION

---

You are to assume the role of the human resources generalist at the corporate office of BIG SCREEN CINEMAS, a chain of movie theaters. The director of human resources (judge) wants you to provide information about appropriate workplace communication channels to the staff.

There are 100 employees who work at the corporate office of BIG SCREEN CINEMAS. The staff work in marketing, sales, public relations, finance, operations and several other departments. Each employee has an office or cubicle space and the ability to work from home two days each week.

All employees have BIG SCREEN CINEMA email accounts, direct phone lines, video conferencing platforms, and professional LinkedIn accounts. The company recently introduced a workplace chat feature, which allows staff to instant message one another on the same platform.

The director of human resources (judge) has received many complaints about inappropriate communication channels. Employees have complained about being sent work related text messages on their personal cell phones, receiving instant messages and invitations for video conferences on the weekends or after hours, nonwork related material shared on LinkedIn, and being interrupted with phone calls for simple questions.

The director of human resources (judge) needs BIG SCREEN CINEMA staff to understand appropriate communication channels for the workplace. The director of human resources (judge) wants you to provide information to staff on when it is appropriate to use:

- Email
- Instant message on work platform
- Text message on personal cell phone
- In-person or video conference meeting
- LinkedIn

You will present the information to the director of human resources (judge) in a role-play to take place in the director of human resources' (judge's) office. The director of human resources (judge) will begin the role-play by greeting you and asking to hear the information. After you have presented the information and have answered the director of human resources' (judge's) questions, the director of human resources (judge) will conclude the role-play by thanking you for your work.

## JUDGE INSTRUCTIONS

### DIRECTIONS, PROCEDURES AND JUDGE ROLE

---

In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21<sup>st</sup> Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization  
Allow the participants to present their ideas without interruption, unless you are asked to respond. Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
4. Judge Evaluation Instructions and Judge Evaluation Form  
Please use a critical and consistent eye in rating each participant.

### JUDGE ROLE-PLAY CHARACTERIZATION

---

You are to assume the role of the director of human resources at the corporate office of BIG SCREEN CINEMAS, a chain of movie theaters. You want the human resources generalist (participant) to provide information about appropriate workplace communication channels to the staff.

There are 100 employees who work at the corporate office of BIG SCREEN CINEMAS. The staff work in marketing, sales, public relations, finance, operations and several other departments. Each employee has an office or cubicle space and the ability to work from home two days each week.

All employees have BIG SCREEN CINEMA email accounts, direct phone lines, video conferencing platforms, and professional LinkedIn accounts. The company recently introduced a workplace chat feature, which allows staff to instant message one another on the same platform.

You have received many complaints about inappropriate communication channels. Employees have complained about being sent work related text messages on their personal cell phones, receiving instant messages and invitations for video conferences on the weekends or after hours, nonwork related material shared on LinkedIn, and being interrupted with phone calls for simple questions.

You need BIG SCREEN CINEMA staff to understand appropriate communication channels for the workplace. You want the human resources generalist (participant) to provide information to staff on when it is appropriate to use:

- Email
- Instant message on work platform
- Text message on personal cell phone
- In-person or video conference meeting
- LinkedIn

The participant will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the participant and asking to hear about his/her ideas.

During the course of the role-play, you are to ask the following questions of each participant:

1. Should this information be part of new employee onboarding?
2. How can we remind staff if they continue to choose the wrong communication channel?

Once the human resources generalist (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the human resources generalist (participant) for the work. You are not to make any comments after the event is over except to thank the participant.

## EVALUATION INSTRUCTIONS

---

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

### Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

| <b>Level of Evaluation</b> | <b>Interpretation Level</b>   |
|----------------------------|---|
| Exceeds Expectations       | Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.  |
| Meets Expectations         | Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 <sup>th</sup> percentile of business personnel performing this performance indicator.                    |
| Below Expectations         | Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 <sup>th</sup> percentile of business personnel performing this performance indicator. |
| Little/No Value            | Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 <sup>th</sup> percentile of business personnel performing this performance indicator.                               |



**HUMAN RESOURCES MANAGEMENT SERIES  
2026**

**JUDGE'S EVALUATION FORM**  
DISTRICT EVENT 2

Participant: \_\_\_\_\_

**INSTRUCTIONAL AREA:**  
Communication Skills

ID Number: \_\_\_\_\_

| Did the participant:                  |   | Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations | Judged Score |
|---------------------------------------|---|-----------------|--------------------|--------------------|----------------------|--------------|
| <b>PERFORMANCE INDICATORS</b>         |   |                 |                    |                    |                      |              |
| 1.                                    | Explain the nature of organizational development?                     | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| 2.                                    | Explain the nature of staff communication?                            | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| 3.                                    | Choose and use appropriate channel for workplace communication?       | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| 4.                                    | Distinguish between using social media for business and personal use? | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| 5.                                    | Explain the nature of effective communications?                       | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| <b>21<sup>st</sup> CENTURY SKILLS</b> |   |                 |                    |                    |                      |              |
| 6.                                    | Reason effectively and use systems thinking?                          | 0-1             | 2-3                | 4                  | 5-6                  |              |
| 7.                                    | Make judgments and decisions, and solve problems?                     | 0-1             | 2-3                | 4                  | 5-6                  |              |
| 8.                                    | Communicate clearly?  | 0-1             | 2-3                | 4                  | 5-6                  |              |
| 9.                                    | Show evidence of creativity?  | 0-1             | 2-3                | 4                  | 5-6                  |              |
| 10.                                   | Overall impression and responses to the judge's questions             | 0-1             | 2-3                | 4                  | 5-6                  |              |
| <b>TOTAL SCORE</b>                    |   |                 |                    |                    |                      |              |