



CAREER CLUSTER

Business Management and
Administration

CAREER PATHWAY

Human Resources Management

INSTRUCTIONAL AREA

Human Resources Management

HUMAN RESOURCE MANAGEMENT EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications skills – the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills – the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills – the ability to take a concept from an idea and make it real
- Priorities/time management – the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

- Develop strategies to market the organization to potential employees.
- Recruit new employees.
- Foster employee engagement and commitment.
- Describe marketing functions and related activities.
- Demonstrate connections between company actions and results.

CASE STUDY SITUATION

You are the chief human resources officer for PIZZA PARK, a national pizza chain. PIZZA PARK offers guests the option to dine in, carry-out or delivery. Most PIZZA PARK'S sales across the nation are delivery.

Just five years ago, there were limited meal delivery options. Pizza restaurants and Chinese restaurants made up over 75% of all meal delivery. Since that time, the number of third-party delivery services has increased, and customers are able to have meals delivered from a wide variety of restaurants. While pizza delivery is still the most popular meal delivery, it has lost market share.

An issue affecting PIZZA PARK is the shortage of delivery drivers. Many people that were happily employed as pizza delivery drivers have since found opportunities as ride-share drivers or working for third-party delivery services. Those that have made the switch have cited the following reasons why working for a ride-share or third-party delivery service is a better option than working for pizza delivery:

- Ability to choose work hours/days
- Higher fuel reimbursement
- Ability to only be a driver and not have other restaurant duties

YOUR CHALLENGE

The president wants you to create incentives that will encourage more people to deliver pizzas for PIZZA PARK. The president then wants you to determine how to market PIZZA PARK and the new incentives to potential employees.

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.

Level of Evaluation	Interpretation Level
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 th 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 th 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 th percentile of business personnel performing this performance indicator.



HUMAN RESOURCE MANAGEMENT 2023

JUDGE'S EVALUATION FORM Association Event 1

Participant: _____

INSTRUCTIONAL AREA Human Resources Management

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Develop strategies to market the organization to potential employees?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Recruit new employees?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Foster employee engagement and commitment?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Describe marketing functions and related activities?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Demonstrate connections between company actions and results?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and response to judge's questions	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						