



**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**

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- 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**

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- Describe talent management issues associated with organizational change.
- Describe out-placement procedures and activities used in layoffs.
- Facilitate career transitions of employees.
- Recognize/Reward others for their efforts and contributions.
- Choose and use appropriate channel for workplace communication.

## **CASE STUDY SITUATION**

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You are the director of human resources for SUPERIOR TEA, a bottled organic tea company. The company was founded in 1998 and in 2011 was purchased and became a wholly owned subsidiary of BEST COLA, one of the largest public beverage companies in the world.

The SUPERIOR TEA headquarters and manufacturing warehouse is located in a city of 65,000 people. The company has a total staff of 55 employees. There are ten full-time executive employees that work in the SUPERIOR TEA headquarters office and 45 employees that work in the company's manufacturing warehouse. The majority of warehouse employees are full-time that work various shifts ensuring production levels.

In 2011 BEST COLA bought SUPERIOR TEA, but left the headquarters and manufacturing warehouse to operate as it always had. Aside from new benefits there was no operational change. In spring 2020, the founder of SUPERIOR TEA announced plans for retirement in spring 2021, which has quickly led to big changes.

The announcement of the founder's retirement has prompted BEST COLA to shut the current SUPERIOR TEA's headquarters office and manufacturing warehouse and move production to the BEST COLA headquarters, 650 miles away. BEST COLA executives have shared the timeline and procedures only with the founder and with the human resources department.

All ten of the SUPERIOR TEA full-time executive office employees will be offered relocation packages and will have secured employment at the BEST COLA headquarters. The 45 employees that work in the SUPERIOR TEA manufacturing warehouse will not be offered relocation packages and unfortunately will be laid off.

BEST COLA has identified Friday, April 2<sup>nd</sup>, 2021 as the final day the SUPERIOR TEA manufacturing warehouse will operate.

## **YOUR CHALLENGE**

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Executives at BEST COLA know that the 45 SUPERIOR TEA manufacturing warehouse employees need to be notified of the upcoming closure, but hope that the employees will continue working until the April 2<sup>nd</sup>, 2021 closure date.

The senior vice president of BEST COLA has asked you to decide out-placement procedures for the 45 warehouse employees that will communicate the impending lay-offs, aid in career transition, and also reward those employees that stay with the company until the April 2<sup>nd</sup>, 2021 closure date. The senior vice president wants you to include a timeline with your presentation that will include employee notification dates, and dates rewards will be given for employment duration.

## EVALUATION INSTRUCTIONS

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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 RESOURCE MANAGEMENT  
2021**

**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
<b>PERFORMANCE INDICATORS</b>						
1.	Describe talent management issues associated with organizational change?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Describe out-placement procedures and activities used in layoffs?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Facilitate career transitions of employees?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Recognize/Reward others for their efforts and contributions?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Choose and use appropriate channel for workplace communication?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
<b>PRESENTATION</b>						
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	
<b>TOTAL SCORE</b>						