



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant Management

INSTRUCTIONAL AREA
Customer Relations

RESTAURANT AND FOOD SERVICE MANAGEMENT SERIES EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st 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 21st 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.

21st 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

- Demonstrate a customer service mindset.
- Interpret business policies to customers/clients.
- Handle customer/client complaints.
- Identify customer dynamics affecting food establishments.
- Describe strategies for managing customer dynamics.

EVENT SITUATION

You are to assume the role of the general manager of a local HAPPY TIMES, a family restaurant chain with over 300 locations. The district manager (judge) has given you authority to make local policy decisions involving young customers.

The HAPPY TIMES you manage is located three blocks from the local middle school. The middle school dismissal is at 3:30PM, and by 3:45PM, HAPPY TIMES is busy with many middle school aged customers. HAPPY TIMES menu includes many inexpensive items that the young customers order as an after-school snack.

Some of the middle school customers simply purchase a soda to-go and then take the beverage outside to the parking lot. By 4:00PM on weekdays, the HAPPY TIMES parking lot is full of middle school students hanging out. The students sit on the walkways, in actual parking spaces and take up the outdoor seating that is meant for patrons waiting for tables. Customers have complained repeatedly about the middle school students' loud volume, explicit language and unsafe behavior in the parking areas.

You have asked the middle school students to please not loiter in the parking area and were met with disrespectful replies and mistreatment of restaurant property.

The district manager (judge) was notified of the behavior and has given you authority to make a local policy involving customers that are minors unaccompanied by adults. You must create and communicate new policies for unaccompanied minors visiting HAPPY TIMES. You must explain how the policies will affect overall customer dynamics.

You will present your ideas to the district manager (judge) in a role-play to take place in your office. The district manager (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the district manager's (judge's) questions, the district manager (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, 21st 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 a district manager for HAPPY TIMES, a family restaurant chain with over 300 locations. You have given a local general manager (participant) authority to make local policy decisions involving young customers.

The HAPPY TIMES location that the general manager (participant) manages is located three blocks from the local middle school. The middle school dismissal is at 3:30PM, and by 3:45PM, HAPPY TIMES is busy with many middle school aged customers. HAPPY TIMES menu includes many inexpensive items that the young customers order as an after-school snack.

Some of the middle school customers simply purchase a soda to-go and then take the beverage outside to the parking lot. By 4:00PM on weekdays, the HAPPY TIMES parking lot is full of middle school students hanging out. The students sit on the walkways, in actual parking spaces and take up the outdoor seating that is meant for patrons waiting for tables. Customers have complained repeatedly about the middle school students' loud volume, explicit language and unsafe behavior in the parking areas.

The general manager (participant) asked the middle school students to please not loiter in the parking area and was met with disrespectful replies and mistreatment of restaurant property.

You were notified of the behavior and have given the general manager (participant) authority to make a local policy involving customers that are minors unaccompanied by adults. The general manager (participant) must create and communicate new policies for unaccompanied minors visiting HAPPY TIMES. The general manager (participant) must explain how the policies will affect overall customer dynamics.

The participant will present information to you in a role-play to take place in the general manager's (participant's) 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 the new policies include the young students that sit inside and order food?
2. How can we work with the local middle school?

Once the general manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the general manager (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.

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.



**RESTAURANT AND FOOD SERVICE MANAGEMENT SERIES
2024**

JUDGE'S EVALUATION FORM
DISTRICT EVENT 1

Participant: _____

INSTRUCTIONAL AREA:
Customer Relations

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Demonstrate a customer service mindset?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Interpret business policies to customers/clients?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Handle customer/client complaints?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Identify customer dynamics affecting food establishments?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Describe strategies for managing customer dynamics?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
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	
TOTAL SCORE						