



CAREER CLUSTER

Business Management & Administration

INSTRUCTIONAL AREA

Information Management

PRINCIPLES OF BUSINESS MANAGEMENT AND ADMINISTRATION 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.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Discuss the nature of information management.
- Assess information needs.
- Obtain needed information efficiently.
- Apply information to accomplish a task.

EVENT SITUATION

You are to assume the role of an employee at CITY UTILITIES, a small city's water and sewer department. Your coworker (judge) wants to know how to collect needed information from customers.

CITY UTILITIES currently sends out monthly bills for water and sewer services to its customers by regular mail and by email. The customer database has contact phone numbers for customers, but there is no indication if the phone number is for a mobile phone or a landline.

CITY UTILITIES wants to soon begin sending text message reminders to customers that have not paid the monthly bill and are nearing the due date. Your coworker (judge) wants you to determine what specific information is needed from customers and how CITY UTILITIES can obtain the needed information from customers.

You will explain the information to the coworker (judge) in a role-play to take place at the office. The coworker (judge) will begin the role-play by asking about the customer information. After you have explained and have answered the coworker's (judge's) questions, the coworker (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 an employee at CITY UTILITIES, a small city's water and sewer department. You have asked a coworker (participant) how to collect needed information from customers.

CITY UTILITIES currently sends out monthly bills for water and sewer services to its customers by regular mail and by email. The customer database has contact phone numbers for customers, but there is no indication if the phone number is for a mobile phone or a landline.

CITY UTILITIES wants to soon begin sending text message reminders to customers that have not paid the monthly bill and are nearing the due date. You want your coworker (participant) to determine what specific information is needed from customers and how CITY UTILITIES can obtain the needed information from customers.

The participant will present information to you in a role-play to take place at the office. You will begin the role-play by asking about the customer information.

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

1. Why is it important to give customers the choice to opt-out of receiving text messages from us?
2. What other information could we put in customer text messages?

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



PRINCIPLES OF BUSINESS MANAGEMENT AND ADMINISTRATION 2024

JUDGE'S EVALUATION FORM DISTRICT EVENT

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Information Management

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Discuss the nature of information management?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Assess information needs?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Obtain needed information efficiently?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Apply information to accomplish a task?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
21st CENTURY SKILLS						
5.	Reason effectively and use systems thinking?	0-1	2-3	4-5	6-7	
6.	Communicate clearly?	0-1	2-3	4-5	6-7	
7.	Show evidence of creativity?	0-1	2-3	4-5	6-7	
8.	Overall impression and responses to the judge's questions	0-1	2-3	4-5	6-7	
TOTAL SCORE						