

Name:	
Date:	
Class/Section:	

Performance Task Description:

Statistics on the manufacturing industry indicate that the field does not attract candidates from diverse populations. In this task, the human relations department of a company has asked your team to redesign the company website in order to attract potential clients and future employees. Using your team contract to guide your work, your team will conduct research on the manufacturing company, current employee demographics in the company or the manufacturing industry, and the kinds of advertisements the company and/or industry uses. Research will be used to redesign the company website and create a social media campaign. The redesigned company website should help to attract potential clients and future employees to the organization. The social media campaign should also help to communicate the company’s new direction.

Goals:

- Work with a team to manage competing ideas and develop a shared idea of success.
- Hold yourself and peers accountable for contributing to the team’s success.
- Develop and lead teams whose members have diverse perspectives and strengths in order to generate creative solutions for complex problems.
- Communicate effectively using verbal and nonverbal techniques with members of a team.
- Apply the team contract to follow roles and responsibilities across your team.
- Work as part of a team to research tools to build a website.
- Learn how to redesign a web page for a specific audience with a targeted purpose.
- Work as a team to research social media and other advertisements to develop a social media campaign for presentation to a potential client.

Essential Questions:

- How can my knowledge of myself including my strengths and leadership style help me to achieve my goals and those of a team?
- How does verbal and nonverbal communication contribute to the success of a team?
- How do I identify and apply my strengths to become an effective team member?
- How do I understand the potential strengths and roles of each team member to collaborate for the benefit of the team?
- What emerging career opportunities are available in the advanced manufacturing sector?

Directions:

Step 1: Research Manufacturing Companies and Employee Demographics

- Research manufacturing companies in the State of Louisiana or your local community.
- Record company profiles, including the name of the company, specific products manufactured, and target product audience in the space provided.
- Research employee demographics for the manufacturing industry in the State of Louisiana.
- Record employee characteristics, including gender, race, ethnicity, and other factors in the space provided.

Directions:

Step 2: Evaluate and Select Companies

- List the names of and facts about the manufacturing companies you researched.
- Develop a list of criteria (standards such as group interest in the company, group interest in the product, etc.) and constraints that the team will use to evaluate and select the manufacturing company (limitations such as size of the company, location of the company, etc.).
- Use a decision matrix to chart criteria and constraints and evaluate each company.

Step 3: Research Company and Make Website Recommendations

- Research the select manufacturing company’s website and develop a set of five recommendations to help to attract potential clients and future employees to the organization.
- List recommendations as a group, pair similar recommendations, and use a decision matrix to evaluate the top five recommendations as a team.
- List the individual web pages the group will update on the company website (typically one page per group member) and develop a protocol to reach agreement.
- Assign web pages to each group member and mock up or sketch preliminary designs of the new pages that incorporate the agreed-upon recommendations.
- Share feedback with team members about their designs to reach consensus on how the recommendations will be applied to the redesigned website.

Step 4: Redesign Website

- Research ways your team can create the web pages, list potential technology tools that can be applied, evaluate those tools using defined criteria and constraints, and choose a technology product to create the website.
- Determine how your group will support each other in creating the web pages.
- Work as a team to build the redesigned web pages.

Step 5: Create a Social Media Campaign

- Research social media campaigns and record why those campaigns were successful; research the selected company’s social media activity and any advertisements that were produced; record the social media platform and target audience.
- Work as a team to determine criteria and constraints for successful social media campaigns, target platforms and types of advertisements that would match your company and target audience.
- Work as a team to create a social media campaign that addresses the following:
 - Definition of the target audience
 - Timeline for the campaign to begin and end
 - What social media platform(s) will be used
 - Examples of the social media advertisements that will be developed
 - Goal statements for the social media campaign

Step 6: Present the Website and Social Media Campaign

- Work as a team to create a presentation that captures your research, website upgrades, and social media campaign development to help the selected company attract potential clients and future employees. Your presentation should include how your team contract helped your group to establish roles and responsibilities.

Resources:



Directions:

- Company and Employee Research Template
- Decision Matrix Template

Company and Employee Research Template

Team Name:

Conduct research on manufacturing companies and employee demographics. Record information in the space provided.

Manufacturing Company Profile #1	
Name:	
Location:	
Main Products:	
Target Audience:	
Employee Profile:	
Other Facts:	

Manufacturing Company Profile #2	
Name:	
Location:	
Main Products:	
Target Audience:	



Employee Profile:	
Other Facts:	

Manufacturing Company Profile #3	
Name:	
Location:	
Main Products:	
Target Audience:	
Employee Profile:	
Other Facts:	

Manufacturing Employee Profile	
Diversity by	



Gender:	
Diversity by Race/Ethnicity:	
Other Facts:	

Decision Matrix Template

Team Name: _____

A decision matrix can be used to help teams make decisions through the identification of criteria and constraints. List criteria and constraints across the X axis and ideas/products down the Y axis. Rank each of your ideas/products against each criteria/constraint. For example, if you have four ideas/products, you will rank each idea/product a 1, 2, 3, or 4 for each criteria/constraint. Calculate the total number of points for each idea/product. The top scoring ideas/products are those the group thinks are best.

Criteria and Constraints

Decision Matrix Template					
Ideas or Products listed below	Criteria/Constraint #1:	Criteria/Constraint #2:	Criteria/Constraint #3:	Criteria/Constraint #4:	Total Points:
#1					
#2					
#3	s				
#4					

Ideas and/or Products

#5					
#6					

