



Human Resource Management

Situation:

You are to assume the role of human resources management team for Gulf Islands Park, a 120 acre amusement park near Houston. The Gulf Island Park Marketing Department is planning its annual Scream Festival, a month-long Halloween-themed extravaganza that turns the whole park into a scary wonderland of rides, monsters, and horror filled excitement. To promote the festival this year, organizers want to organize groups of five to ten person "street teams" to go to towns, colleges, schools, malls, parks, and other locations to generate awareness and excitement for the month long event. As human resources management for the park, your group must establish the requirements for the personnel on the team, pay scales, hours and schedules, and training plan. You are to develop a plan and present it to the marketing department, who will then decide if it will meet their needs. Here is an overview of the job:

Total of 30 street team members, employed from September 1 to October 31. Team members must be outgoing, friendly, and excellent communicators. They must be able to relate to many types and ages of people. They must be energetic and reliable and able to work with minimum supervision. Theatrical or entertainment experience a plus. They must be willing to represent the standards of clean family entertainment that is representative of Gulf Islands Park.

Instructions:

The marketing department will want to know your plan to:

- Locate (recruit) employees (where will you find them?)
- Hiring process, pay scale, hours, staffing (managers/team leaders?)
- Training/orientation
- Evaluate employee performance
- Develop a plan for working with the marketing staff as they will also be providing training and instructions to the street team members from a marketing/promotional standpoint

You and your partner have 30 minutes to prepare your plan, and 15 minutes to present it to the head of the Marketing Department (judge).

Student Benchmarks:

- 1) Determine hiring needs.
- 2) Recognize/reward employees.
- 3) Train new employees.
- 4) Communicate expectations and requirements.
- 5) Create job description complete with hours, pay scale, etc.