

ADVANCED WORD PROCESSING (210) REGIONAL – 2018

Production Portion:

Job 1: Letter _____ (100 points)

Job 2: Table – Print 1 _____ (100 points)

Table – Print 2 _____ (25 points)

Job 3: Outline _____ (100 points)

Job 4: Speech _____ (100 points)

TOTAL POINTS _____ (***425 points***)

Failure to adhere to any of the following rules will result in disqualification:

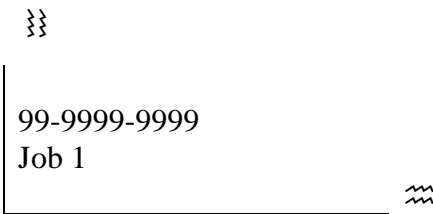
- 1. Contestant must hand in this test booklet and all printouts. Failure to do so will result in disqualification.**
- 2. No equipment, supplies, or materials other than those specified for this event are allowed in the testing area. No previous BPA tests and/or sample tests or facsimile (handwritten, photocopied, or keyed) are allowed in the testing area.**
- 3. Electronic devices will be monitored according to ACT standards.**

No more than ten (10) minutes orientation
No more than ninety (90) minutes testing time
No more than ten (10) minutes wrap-up

Property of Business Professionals of America.
May be reproduced only for use in the Business Professionals of America
Workplace Skills Assessment Program competition.

General Instructions

1. Make certain this test booklet contains Jobs 1-4.
2. Key all jobs according to the instructions given.
3. Correct any obvious keyboarding errors and incorporate any editing notations.
4. Correct any errors in formatting. Use formatting shown in the *Style & Reference Manual*.
5. For any problem where you would normally key your reference initials, key your contestant number. Your name or initials should *not* appear on any work you submit.
6. Key your contestant number and job number as the footer in the lower left-hand corner of all work submitted unless otherwise specified.

Example: 

7. If you finish before the end of the allotted testing time, notify the proctor. Time may be a factor in determining a winner when there is a tie score.
8. When turning in your materials, place your scoring sheet on top of your jobs. The jobs should be arranged in numerical order.

| Production Standards | |
|----------------------|------------|
| 0 Errors | 100 points |
| 1 Error | 90 points |
| 2 Errors | 70 points |
| 3 Errors | 50 points |
| 4+ Errors | 0 points |

Job 1—Letter

DIRECTIONS: Key the following letter. Follow the guidelines of the *Style & Reference Manual*. Use the current date and include the subject line: Creating a Personal Brand. Make sure to include any letter parts that are missing.

Ms. Cambrie Hitchcock / Hunter Temporary Service / 1500 Chamberlin Road / Columbus, OH
43215 / Dear Ms. Hitchcock

As you work hard to develop your clients and their resumes for profitable positions, consider having them develop a personal brand. A personal brand allows your client to market themselves, creating an image or impression in the minds of others. This personal marketing piece allows prospective employers to get a sense of who your client is before they walk in the door for the interview. Here are a few tips to consider:

1. Stand out from the other candidates.
2. Demonstrate how you continue to elevate your expectations.
3. Strong brand reflects natural leadership ability.

We provide training for you and your employees to better prepare your clients for the competitive job market. Our personal branding online lessons allow your clients to complete the process from home with guidance. With a unique online monitoring system, Personal Mark™, you will be able to monitor their progress.

Please contact me at your earliest convenience for an online demonstration of our product. You can reach me at (419) 555-1212 or by email at thaas@personalmark.org.

Trey Haas/Marketing Manager

DIRECTIONS - Continued:

- Replace all occurrences of we with Personal Mark™
- Replace all occurrences of client to jobseeker
- Proofread and edit, including grammar after word replacement.
- Create a letterhead in the header with the following information: Personal Mark™, 1428 McKinley Avenue, Dallas, Texas 75201, www.personalmark.org, phone: 419-555-1212 and fax: 419-555-3434.

Job 2—Table

DIRECTIONS: Create a Table with Borders. Follow the guidelines of the *Style & Reference Manual*. Be sure to use mathematical functions to calculate the 2018 Sales Goals. Print 1 should be the correctly formatted table. Print 2 should be the formula view to show the mathematical function used by using Alt F9. **CONTESTANTS: DO A PRINT SCREEN AND PASTE TO A NEW PAGE.**

Personal Mark™
Sales for 2018

| Region | 2017 Sales | Increase | 2018 Sales Goal |
|-----------|------------|-----------|-----------------|
| Northeast | 23,425 | 11,712.50 | |
| Northwest | 17,447 | 13,085.25 | |
| Central | 55,625 | 27,812.50 | |
| Southeast | 14,396 | 10,797 | |
| Southwest | 51,366 | 25,683 | |

Job 3—Outline

DIRECTIONS: Key the following outline using the following information. Follow the guidelines of the *Style & Reference Manual*.

Personal Mark™

Why create a personal brand?

Who are you?

- What is your mission?
- Do you have core values?

What do you do?

- Elevator speech
- What do you specialize in?

How to create a personal brand

Be real

Create valuable content

- Give people a reason to find you

Using the Internet to implement your brand

Social Media

- LinkedIn
- Twitter
- Klout

Blogs

Website

Job 4—Speech

DIRECTIONS: Key the following speech using the following information. Follow the guidelines of the *Style & Reference Manual*. This speech is to be given at the 2018 Staffing World Conference of the American Staffing Association.

“You never get a second chance to make a first impression.” In this day of technology and social media that could never be truer. Employers and Employment Agencies are doing their homework on potential candidates and what they find on the Internet may shock you.

If you fail to create a personal brand, your brand will be created for you by social media and random search engine results. The Personal Mark™ application helps jobseekers create the first impression that will land the job.

Personal Mark™ allows you to work through the personal brand process. First, what is it that you want to accomplish in the next 12 months. Second, what is your story and do employers want to read it? Third, begin to build relationships through your professional network. For the next five steps and to see a demonstration, please visit booth 145.



ADVANCED WORD PROCESSING (210)

REGIONAL – 2018

Production Portion:

| | | |
|----------------------------|-------|----------------------------|
| Job 1: Letter | _____ | (100 points) |
| Job 2: Table – print 1 | _____ | (100 points) |
| Table – print 2 | _____ | (25 points) |
| Job 3: Outline | _____ | (100 points) |
| Job 4: Speech | _____ | (100 points) |
| <i>TOTAL POINTS</i> | _____ | <i>(425 points)</i> |

**Graders: Please double check and verify all scores
and answer keys!**

Property of Business Professionals of America.
May be reproduced only for use in the Business Professionals of America
Workplace Skills Assessment Program competition.

Letterhead:

Needs to contain all the provided information (layout may vary).

Must be in the header.

Phone: (419) 555-1212

Fax: (419) 555-3434

Current Date

Ms. Cambrie Hitchcock
Hunter Temporary Service
1500 Chamberlin Road
Columbus, OH 43215

Job 1: Letter

0 Errors = 100 points

1 Error = 90 points

2 Errors = 70 points

3 Errors = 50 points

4+ Errors = 0 points

Dear Ms. Hitchcock

CREATING A PERSONAL BRAND

As you work hard to develop your jobseekers and their resumes for profitable positions, consider having them develop a personal brand. A personal brand allows your jobseeker to market themselves, creating an image or impression of who they are in the minds of others. This personal marketing piece allows prospective employers to get a sense of who your jobseeker is before they walk in the door for the interview. Here are a few tips to consider:

1. Stand out from the other candidates.
2. Demonstrate how you continue to elevate your expectations.
3. Strong brand reflects natural leadership ability.

Personal Mark™ provides training for you and your employees to better prepare your jobseekers for the competitive job market. Our personal branding online lessons allow your jobseekers to complete the process from home with guidance. With a unique online monitoring system, Personal Mark™, you will be able to monitor their progress.

Please contact me at your earliest convenience for an online demonstration of our product. You can reach me at (419) 555-1212 or by email at thaas@personalmark.org.

Sincerely

Trey Haas
Marketing Manager

Contestant #

Contestant #

Job #



Job 2: Table w/ Borders

0 Errors = 100 points
 1 Error = 90 points
 2 Errors = 70 points
 3 Errors = 50 points
 4+ Errors = 0 points

Job 2: Table w/ Borders
Print 1 should be centered vertically & horizontally on the page.

PERSONAL MARK™
Sales for 2018

| Region | 2017 Sales | Increase | 2018 Sales Goal |
|-----------|-------------|-------------|-----------------|
| Northeast | \$23,425.00 | \$11,712.50 | \$35,137.50 |
| Northwest | 17,447.00 | 13,085.25 | 30,532.25 |
| Central | 55,625.00 | 27,812.50 | 83,437.50 |
| Southeast | 14,396.00 | 10,797.00 | 25,193.00 |
| Southwest | 51,366.00 | 25,683.00 | 77,049.00 |

PERSONAL MARK™
 Sales for 2018

Job 2: Print 2-Grading

Correct Formula = 25 pts
 No Formula = 0 pts

| Region | 2017 Sales | Increase | 2018 Sales Goal |
|-----------|-------------|-------------|--|
| Northeast | \$23,425.00 | \$11,712.50 | =SUM(LEFT) * (\$#,##0.00;(\$#,##0.00)) |
| Northwest | 17,447.00 | 13,085.25 | =SUM(Left) * (\$#,##0.00) |
| Central | 55,625.00 | 27,812.50 | =SUM(LEFT) * (\$#,##0.00) |
| Southeast | 14,396.00 | 10,797.00 | =SUM(LEFT) * (\$#,##0.00) |
| Southwest | 51,366.00 | 25,683.00 | =SUM(left) |



PERSONAL MARK™

Job 3: Outline

- 0 Errors = 100 points
- 1 Error = 90 points
- 2 Errors = 70 points
- 3 Errors = 50 points
- 4+ Errors = 0 points

I. WHY CREATE A PERSONAL BRAND?

- A. Who are you?
 - 1. What is your mission?
 - 2. Do you have core values?
- B. What do you do?
 - 1. Elevator speech
 - 2. What do you specialize in?

II. HOW TO CREATE A PERSONAL BRAND

- A. Be real
- B. Create valuable content
 - 1. Give people a reason to find you

III. USING THE INTERNET TO IMPLEMENT YOUR BRAND

- A. Social Media
 - 1. LinkedIn
 - 2. Twitter
 - 3. Klout
- B. Blogs
- C. Website

AMERICAN STAFFING ASSOCIATION
2018 Staffing World Conference

Job 4: Speech

0 Errors = 100
1 Error = 90
2 Errors = 70
3 Errors = 50
4+ Errors = 0

“You never get a second chance to make a first impression.” In this day of technology and social media that could never be truer. Employers and Employment Agencies are doing their homework on potential candidates and what they find on the Internet may shock you.

If you fail to create a personal brand, your brand will be created for you by social media and random search engine results. The Personal Mark™ application helps jobseekers create the first impression that will land the job.

Personal Mark™ allows you to work through the personal brand process. First, what is it that you want to accomplish in the next 12 months? Second, what is your story and do employers want to read it? Third, begin to build relationships through your professional network. For the next five steps and to see a demonstration, please visit booth 145.