

STANDARD TASK ANALYSIS FORM

6/1/2011

Duty/Task:										
STEPS (Required to Perform Task)	PERFORMANCE STANDARDS (Observable & Measurable Criteria)	TOOLS, EQUIPMENT, SUPPLIES & MATERIALS (Needed)	REQUIRED KNOWLEDGE AND SKILLS (Math, Science, & Language)	SAFETY (Concerns)	WORKER BEHAVIORS (Important to Worker Success)	DECISIONS (Identify Decisions that Must be Made by the Worker)	CUES (Identify the Data Needed for Making Correct Decisions)	ERRORS (Indicate What May Result if Incorrect Decisions are Made)		
A-8 Conduct outreach activities (e.g., displays, public speaking events, recipe cards)	NOTE: For displays, recipe cards and other physical materials, please consult tasks A-6, A-9, and/or A-11									
1 Prioritize and identify best outreach opportunities by consulting marketing plan and budget (see task A-2)	1 Prioritized and identified outreach opportunities congruent with marketing plan and budget	1 Budget, marketing plan, computer, periodicals, local events calendars, Internet access	1 Market awareness, communication skills, time management skills, marketing skills, leadership skills	1 N/A	1 Organized, detail oriented, creative, self-motivated, visionary, productive, customer service oriented, positive	1 What are the best outreach opportunities? What is the best use of our marketing budget and time?	1 Financial constraints in budget, timeline, past experience, previous participation experience	1 Lost opportunities to cost effectively market the company, company budget overruns, wasted time		
2 Research industry specific events (e.g., conferences, trade shows, speaking engagements)	2 Researched event calendars for industry specific events and determined schedule for privation	2 Computer, periodicals, local events calendars, Internet access, company calendar	2 Market awareness, communication skills, time management skills, marketing skills, leadership skills	2 N/A	2 Timely, innovative, organized, detail oriented, self-motivated	2 What is the scope of the event? What is the purpose of the event? Which events provide the most visibility for the money? Is staff available? Do we have any experience with the hosting organization?	2 Past experience, cost of event, budget constraints, staffing constraints, incongruent missions/visions	2 Wasted time/money, lost opportunities for marketing, poor company image, lost potential customers		
3 Contact organizing parties for outside events or plan own outreach event	3 Contacted organizing parties for outside events or planned own outreach event considering budget and marketing plan	3 Computer, local events calendars, Internet access, company calendar, budget, marketing plan	3 Communication, marketing, leadership, skills, organizational capabilities	3 N/A	3 Communicator, detail oriented, organized, innovative, self-motivated, dedicated	3 What needs to be done? Who do I need to contact? Do we have the staff to cover the event? How much will the event cost? What sort of equipment is necessary for each type of event?	3 Past experience, cost of event, budget constraints, staffing constraints, incongruent missions/visions, professional advice, industry trends	3 Wasted time/money, lost opportunities for marketing, poor company image, lost potential customers, inadequate display		
4 Apply/register for outside event or find location for company event	4 Completed applications/registrations and paid any fees for outside events or book location for company event	4 Computer, Internet access, applicable documents (e.g., insurance, legal documents)	4 Computer/Internet skills, knowledge of outside events/calendars, market awareness	4 N/A	4 Organized, detail oriented, accurate, self-motivated	4 What are available locations for the event? How much room is needed? Have I filled out the application correctly?	4 Past experience, company data, number of expected participants	4 Unable to participate in event, inadequate space for guests, delayed approval of application, ineffective marketing of company, loss of time/money		
5 Promote company participation in the event	5 Promoted event through advertising, word of mouth, social media and other web-based outlets	5 Computer, social media, Internet access, company email database	5 Computer/Internet skills, marketing skills, language/writing skills, time management skills	5 N/A	5 Detail oriented, accurate, self-motivated, creative, innovative, responsive, customer service oriented	5 What are the best forms of advertising to use for the event? How often/how soon before the event should I start marketing? Do I have all the facts about the event? What is most cost effective?	5 Past experience, timeline, budget constraints, event details,	5 Poor attendance at event, wasted time/money, wrong details about event		
6 Prepare for event (e.g., signage, company materials, staffing)	6 Prepared for event by creating signage, copying existing materials and scheduling staff	6 Computer/Internet access, marketing collateral, equipment (e.g., tables, tablecloths, chairs)	6 Marketing, computer/Internet, management skills, multi-tasking, time management skills, market awareness	6 N/A	6 Organized, detail oriented, accurate, creative, innovative, team builder, problem solver	6 What needs to be done? Do we have the staff to cover the event? How much will the event cost? What sort of equipment is necessary for each type of event? What supplies do I need? How much staff do I need?	6 Past experience, budget constraints, logistics, staff availability, donations/fundraising, industry trends	6 Unprepared for event, inadequate amount of marketing materials, don't have right equipment, not enough staff to handle questions, missed opportunities with potential new customers, waste of time/money		
7 Participate in or conduct event	7 Participated/conducted in event	7 Marketing collateral and equipment	7 Leadership, time management, multi-tasking, interpersonal, communication skills, market awareness, knowledge of customers/products	7 h	7 Positive, customer service oriented, self-motivated, caring, polite, personable, communicator, creative, flexible	7 Am I ready for the event? Do I have additional staff to help if needed? Have I confirmed reservation of our space? Do I have directions to the event?	7 Past experience, logistics, staff availability	7 Unprepared for event, don't have right equipment, not enough staff to handle questions, missed opportunities with potential new customers, waste of time/money		
Analyst: Susan Pavilkey			Specific Relevant References:							
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