



2015 NHRMA Case Competition Rules and Regulations and Code of Conduct

The NHRMA Case Competition is intended to provide a realistic preview for students of the types of problems that students may eventually encounter in the workplace. The case scenarios reviewed during the competition can focus on any number of HR issues and requires strategic thinking, ethical decision-making, and strong leadership and presentation skills. Teams will present their recommended solutions to a panel of judges in a 20 minute oral presentation and 2 page written executive summary.

Basic Requirements and Registration

- All team members must be current SHRM student members as of April 3, 2015
- Team players cannot hold a certification (PHR, SPHR, GPHR or similar HR certification).
- Registration for the case competition is free, but team members must be registered for the NHRMA Student Conference in order to compete.
- Up to eight (8) teams may compete. Teams are required to submit a team registration form and will be limited to one team per school on a first-come, first-served basis. Schools may submit a secondary team to be waitlisted. Should there be additional space remaining, schools with a waitlisted secondary team will be selected, at random, to register their secondary team.
- For planning purposes, registration for the case competition will close April 3, 2015.

Dress Code

- During the competition, team members must be in professional business attire (not business casual).

Forming Your Team

- Each team must have a minimum of two students, and can have a maximum of four students. Four students per team is recommended.
- No overlapping—students may only compete on one team. An alternate team member is not allowed to switch out during the competition. All team members must check-in together on Friday morning at the team's designated time.
- Graduate students may not compete.

- Switching teammates is not allowed onsite, at check-in or on the day of the competition. If a team member is unable to compete after checking in, the team will continue with one less team member.

Preparing for the Competition/Team Check-In/During the Competition

Resources

- Teams must provide their own laptops/tablets, etc. during the competition. Students can bring a laptop with wireless Internet capabilities for the case preparation. Internet connections will vary from one facility to another. Information about whether or not Internet connections will be available will be provided to the students and advisors prior to the event. Cell phones with internet accessibility will be permitted for use as a wireless hotspot, etc., however absolutely no phone calls or text messages in or out will be allowed. Cell phones must stay out on a table and visible to room monitors at all times and will not be allowed on breaks.
- The use of e-mails, text messaging and cell phones is strictly prohibited. This prohibition remains in effect while team members take breaks. Breaks will be provided on an as-needed basis. Mobile phones must be left with Room Monitor during bathroom breaks.
- **NOTE:** Microsoft Office is used for this competition, specifically Word and PowerPoint. As such, plan accordingly when bringing a laptop. If the laptop a team brings does not support that software, we cannot guarantee another resource will be available.
- Teams may use any reference source or material in the public domain. This includes the SHRM website and/or any other Internet materials you deem necessary. In addition, textbooks or other similar resources may be used during the preparation period.
- Teams will be provided a preparation room with wireless internet access. They will have access to their room ten minutes prior to their scheduled starting time, and can begin setting up their equipment at this time. Classrooms will be used, and other teams may be able to hear their deliberations depending on the volume of the team's voices.
- Teams may use any reference source or material in the public domain. This includes their university library, host library and any other Internet materials they deem necessary. Pay for subscription services such as LexisNexis are allowed.
- No human input (outside of the four person team) is allowed. This includes (but is not necessarily limited to) input from the room monitors, faculty, coaches, advisors, third-party consultants and other students.
- Teams are permitted to use whatever support equipment they believe to be useful and can bring themselves. This includes projectors, printers, small whiteboards, books etc. Teams should be aware that no support staff will help them with their technology, and that their room may be small, perhaps with limited space and electrical outlets.

- Each team must bring at two flash drives to the competition. Make sure the flash drives are marked on the outside with your name or team number assigned to you at registration. The flash drive(s) will be used for both the written report and oral presentation.
 1. One flash drive will be given to the Floating Room Monitor to pick up 15 minutes before your cutoff time and taken to make copies for you.
 2. The PowerPoint presentation will be printed 4 screens to a page. Your written report will be printed as it appears. One copy will be given to each team.
 3. The room monitor will take the 2nd USB to the presentation room along with the members.
 4. Once you have delivered your presentation, be sure to pick up your USB.
 5. It is recommended you do all your original work on the hard drive of a computer and then save to the USBs for both version control and backup purposes.

Before the Competition

- There are many resources to prepare for the case competition. Examples of cases may come from your class and textbooks. Sample case studies can also be found on the SHRM website at:
http://www.shrm.org/education/hreducation/pages/termsfuse_students.aspx
- When practicing, assume the role of HR professionals who represent the interests of the organization and who wish to successfully solve the problem(s) presented in the case.
- Practice mock competitions using these cases from your class and textbooks.
- Practice the oral presentation in front of people to hone your presentation skills. Have the “audience” ask questions to prepare for possible questions the judges may ask during the competition.
- Conduct practice sessions in a timed environment – 20 minutes will pass quickly. Do not overlook critical things like deciding who will present which portion of the solution and in which order and, of course, practicing the presentation to ensure it does not exceed the 20 minutes allotted for the oral presentation.

Check-In and Preparation

- Each team will receive a check-in time for Friday morning.
- If a team is late, they will not be kept out of the competition, but they will lose preparation time proportional to how late they arrived, and will present their oral and written presentations at their scheduled time. The end time of the preparation timeframe will not change.
- At no time should a team divulge the name of the school they represent to the judges before they have made their final decisions This includes, but is not

limited to, screen savers/wallpaper, water bottles, stickers, clothing, university name, advisor name, city location, etc. Most of the judges know many of the universities and advisors well; they should not be able to identify the team. Violation of this rule may, at the discretion of the judges, lead to disqualification of the team.

- Your team will be referenced only by a team number, which will be assigned prior to the competition.
- Each team participant will receive a copy of the case at their assigned times in the preparation rooms on Friday.
- Each team will be assigned a preparation room and a room monitor (volunteer) where they will spend up to four hours preparing both the written and oral presentations and responding to the questions in the case.
- There is no advantage to finishing early. All teams are required to stay in the designated preparation area until the preparation time has ended.
- Your room monitor has the discretion to retain cell phones, tablets, etc. in the preparation room during this time.
- Students may not confer with others outside the team to prepare for their presentation.
- Absolutely no assistance from advisor(s), faculty, volunteers, or others is allowed. No email, text messages, cell phone communications, etc.
- Team members may not confer with others outside the team to prepare for the competition. No assistance from the advisor, faculty, volunteers or others is allowed. If such activity occurs, the room monitor will inform the HR Florida Case Competition Official(s) and the team will be removed from the competition.
- Collaboration between teams is strictly prohibited; each team must work completely independently.
- Team members may not use e-mail, Skype, Facebook, FaceTime, etc.

Structure of the Competition

- Teams are evaluated in two areas—oral and written. They have a four hour planning/preparation period where they will prepare both the written and an oral presentation, responding to questions presented in the case.
- The teams have four hours to read and evaluate the case, and then draft both the oral and written presentations.
- A room monitor will be assigned to each team during the preparation period.
- Five minutes prior to the end of the four hour prep time, the team will need to e-mail their written report to ophelia.yan@gmail.com and their Chapter Advisor and cc: opheliay@hranswerlink.com with the subject line “NHRMA Case Competition, Team # (insert team number here).
- The team will save both their written presentation and their PowerPoint presentation on the two flash drives to be given to the Room Monitor.
- The room monitor will take one flash drive to Ophelia (503-807-2752) to print the written portion as well as the presentation. The other flash drive will be delivered to the presentation room. Teams may use this time to practice their oral presentation but are not allowed to change them.

- At the appointed time, each team will move from its planning room to a presentation room. The presentation room will have a computer and a projector that the team may use for its presentation.
- Teams will not use their own computers. The presentation room computer will have Microsoft PowerPoint.
- Teams must be prompt to their oral presentation time. Lateness will be scored by the judges and will most likely eliminate a team's chance of winning.
- Judges will rate the oral and written presentations based on the rubrics that are provided along with the case. Teams will receive the scoring framework upon which their presentations will be evaluated.
- The team with the total highest points from both the oral and written presentations will win the competition.
- Student chapter advisors and/or team coaches are not permitted in preparation rooms; however, they can observe the oral presentations made to the judges.
- At the conclusion of the presentation, the team will retrieve its flash drive.

Case Competition Scoring and Presenting

- The oral presentation is worth 60% of the total score, and the written presentation is worth 40% of the total score.
- Presentations will be judged based on the team's ability to analyze the information presented in the case, and clearly and effectively communicate a recommended course of action.
- The oral presentation is to be 15 minutes in length including a PowerPoint presentation.
- The written portion will be a maximum of two pages (12 pt., Times New Roman font, 1.5 line spacing with one-inch margins).
- Both written and oral presentations are due on the flash drive following the preparation time, which will be a maximum of four hours.
- In the event of a tie, the bottom scores on both the written report and oral presentation will be thrown out and the highest remaining total combined score will win the competition. If the teams remain tied after this, the team with the highest remaining score on the oral presentation will win.
- The winning team will be announced at 5:30pm on Saturday.
- Please note that rules are subject to change at the discretion of NHRMA College Relations Director and Board of Directors. Final rules will be distributed to participating teams in packets distributed at competition.

Award

The winning team and its Chapter Advisor will receive complimentary registration, lodging, and transportation to attend the 2015 SHRM National Conference in Las Vegas, Nevada June 28 through July 1. (SHRM registration rates as of April 30, 2015.) Please see the NHRMA Travel Expense Policy for more information.



Case Competition Registration Form

School Name: _____ **Estimated arrival time:** _____

Team Members:

Full Name	E-mail Address	SHRM Member?
1.		<input type="checkbox"/> Yes / <input type="checkbox"/> No
2.		<input type="checkbox"/> Yes / <input type="checkbox"/> No
3.		<input type="checkbox"/> Yes / <input type="checkbox"/> No
4.		<input type="checkbox"/> Yes / <input type="checkbox"/> No

Team Members (Waitlisted Secondary Team):

Full Name	E-mail Address	SHRM Member?
1.		<input type="checkbox"/> Yes / <input type="checkbox"/> No
2.		<input type="checkbox"/> Yes / <input type="checkbox"/> No
3.		<input type="checkbox"/> Yes / <input type="checkbox"/> No
4.		<input type="checkbox"/> Yes / <input type="checkbox"/> No

One team per school will be accepted, and the first eight schools that apply to participate in the case competition will be guaranteed a spot. A second team from each student chapter may be accepted if 8 teams do not register by April 3 at 5:00pm PST. Please submit information regarding the second team on the registration form if you want to register two teams. Clearly identify which is the first team and which is the second team. Secondary teams that are waitlisted will be selected at random to participate, and we will notify you by April 6 if you can bring two teams. Under no circumstances will any school be permitted to register more than two teams.

E-mail completed forms to ophelia.yan@gmail.com by April 3, 5:00pm PST. Any questions regarding the case competition may be e-mailed to Ophelia as well.



Instructions for the Case Presentation and Executive Summary

The case being presented to you today presents a scenario in which a company has various HR and HR-related issues that need to be addressed.

When presenting your solutions to the scenario, you will be asked to put yourself in the role of a new HR Manager at the company discussed in the case. You will make a formal, 20-minute presentation to the company's executives (be sure to include time for their questions), and to also submit a written executive summary that will be used by the company to guide future strategy and practice regarding the issues surfaced by this situation.

You will be building a PowerPoint presentation and a Word document. You will need two flash drives. If you do not have two flash drives, please notify the competition management team immediately. Prior to leaving the preparation room for your presentation, you must e-mail your written paper to ophelia.yan@gmail.com and your Chapter Advisor and cc: opheliay@hranswerlink.com. The subject line of your e-mail should be "NHRMA Case Competition, Team #(insert team number here).

The presentation itself will be made to a panel of judges using PowerPoint in the slide show mode and the executive summary, created using Word, will be judged by a separate panel. You have four hours to prepare your presentation and executive summary.

Goals for the 20-minute Presentation

Assume you work at the company and are the newly hired HR manager who is party to the happenings described in the scenario. Present a solution that will be acceptable to all parties involved, solve the underlying problems the company is experiencing to the extent possible and that reflects applicable talent management concepts.

Specifically, follow these steps...

Introduction: The introduction and organization of the presentation should give an audience member who is not familiar with the case enough detail to understand the context of the presentation.

Problem Analysis: Identify and explain the company practices that have contributed to the underlying problems.

Solutions and Alternatives Considered: Briefly explain the various solutions/alternatives considered.

Implementation of Proposed Solutions: Discuss why you selected the solution you did and how your solutions will be implemented

- Craft the solution based on your knowledge, experience and additional research you conduct today during your four-hour planning period.
- Be prepared to justify your recommended course(s) of action based on best practices and applicable employment law.

Please be advised that the 20-minute timeframe should include at least three minutes to receive and answer questions from the judges.

Goals for the Written Executive Summary

The written executive summary is expected to go into more detail than the time and format the oral presentation allows. The purpose of the written presentation is to allow a forum for you to display your analytical skills that are not dependent on your presentation skills.

Assume the role of the new HR manager at the company. The executive summary should be no more than 2 pages, with 1" margins, size 12 font, and 1.5 line spacing. It should include the following:

Introduction: The introduction and organization of the executive summary should give a reader not familiar with the case enough detail to understand the context of the information.

Problem Analysis: Your analysis must demonstrate an understanding of the root causes. It should identify company practices that have contributed to the underlying problems.

Solutions and Alternatives Considered: How did you analyze the options considered? The selected solutions must work together to solve the problem. The reasons and logic presented must be internally consistent. Solutions must be practical.

Implementation of Proposed Solutions: Implementation of Details (explanation of how you will implement your solutions) and Quantitative Analysis (analysis should include the relevant data and exclude irrelevant data).