



**CAREER CLUSTER**  
Hospitality and Tourism

**CAREER PATHWAY**  
Restaurant Management

**INSTRUCTIONAL AREA**  
Operations

## **QUICK SERVE RESTAURANT MANAGEMENT SERIES EVENT**

### **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge).
- You will be evaluated on how well you demonstrate the 21<sup>st</sup> Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

### **21<sup>st</sup> CENTURY SKILLS**

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- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

### **PERFORMANCE INDICATORS**

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- Explain the nature of operations.
- Explain employee's role in expense control.
- Describe strategies to minimize the cost of maintaining inventory.
- Describe health and safety regulations in business.
- Demonstrate a customer service mindset.

## EVENT SITUATION

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You are to assume the role of the director of operations for BURGER PLUS, a quick serve restaurant chain. The senior vice president (judge) wants you to analyze recent findings of self-service beverage stations and make a recommendation.

For over 20 years, BURGER PLUS has had self-serve beverage stations inside most locations. The station has space to hold various size lids and straws and five fountain drinks to choose from. The station also has a lever for water. The customer purchases the drink at the counter, the employee provides the cup to the customer, and the customer fills the cup with a drink. Refills are free. Customers that want water receive a clear plastic cup at no charge.

The senior vice president (judge) has discussed recent findings:

- Over 80% of the self-service fountain nozzles, when tested, were harboring bacteria
- Locations with self-serve beverage stations use twice as many lids and straws than those without
- Locations with self-serve beverage stations reorder soda four times as often as those without
- Employees admit that customers serve themselves soda in clear cups meant for water

The senior vice president (judge) wants you to analyze the information and make recommendations for BURGER PLUS that will aid in operations without negatively affecting customer relations.

You will present your ideas to the senior vice president (judge) in a role-play to take place in the senior vice president's (judge's) office. The senior vice president (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the senior vice president's (judge's) questions, the senior vice president (judge) will conclude the role-play by thanking you for your work.

## JUDGE INSTRUCTIONS

### **DIRECTIONS, PROCEDURES AND JUDGE ROLE**

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In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21<sup>st</sup> Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization  
Allow the participants to present their ideas without interruption, unless you are asked to respond. Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
4. Judge Evaluation Instructions and Judge Evaluation Form  
Please use a critical and consistent eye in rating each participant.

### **JUDGE ROLE-PLAY CHARACTERIZATION**

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You are to assume the role of the senior vice president for BURGER PLUS, a quick serve restaurant chain. You want the director of operations (participant) to analyze recent findings of self-service beverage stations and make a recommendation.

For over 20 years, BURGER PLUS has had self-serve beverage stations inside most locations. The station has space to hold various size lids and straws and five fountain drinks to choose from. The station also has a lever for water. The customer purchases the drink at the counter, the employee provides the cup to the customer, and the customer fills the cup with a drink. Refills are free. Customers that want water receive a clear plastic cup at no charge.

You have discussed recent findings:

- Over 80% of the self-service fountain nozzles, when tested, were harboring bacteria
- Locations with self-serve beverage stations use twice as many lids and straws than those without
- Locations with self-serve beverage stations reorder soda four times as often as those without
- Employees admit that customers serve themselves soda in clear cups meant for water

You want the director of operations (participant) to analyze the information and make recommendations for BURGER PLUS that will aid in operations without negatively affecting customer relations.

The participant will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the participant and asking to hear about his/her ideas.

During the course of the role-play, you are to ask the following questions of each participant:

1. What do we need to tell our managers and employees about your recommendation?
2. How could this change negatively impact our brand?

Once the director of operations (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the director of operations (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

## EVALUATION INSTRUCTIONS

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The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

### Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

| Level of Evaluation  | Interpretation Level  |
|----------------------|---|
| Exceeds Expectations | Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.  |
| Meets Expectations   | Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 <sup>th</sup> percentile of business personnel performing this performance indicator.                    |
| Below Expectations   | Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 <sup>th</sup> percentile of business personnel performing this performance indicator. |
| Little/No Value      | Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 <sup>th</sup> percentile of business personnel performing this performance indicator.                               |



## QUICK SERVE RESTAURANT MANAGEMENT SERIES 2024

### JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

Participant: \_\_\_\_\_

ID Number: \_\_\_\_\_

### INSTRUCTIONAL AREA: Operations

| Did the participant:                  |  | Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations | Judged Score |
|---------------------------------------|--|-----------------|--------------------|--------------------|----------------------|--------------|
| <b>PERFORMANCE INDICATORS</b>         |  |                 |                    |                    |                      |              |
| 1.                                    | Explain the nature of operations?                                  | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| 2.                                    | Explain employee's role in expense control?                        | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| 3.                                    | Describe strategies to minimize the cost of maintaining inventory? | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| 4.                                    | Describe health and safety regulations in business?                | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| 5.                                    | Demonstrate a customer service mindset?                            | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| <b>21<sup>st</sup> CENTURY SKILLS</b> |  |                 |                    |                    |                      |              |
| 6.                                    | Reason effectively and use systems thinking?                       | 0-1             | 2-3                | 4                  | 5-6                  |              |
| 7.                                    | Make judgments and decisions, and solve problems?                  | 0-1             | 2-3                | 4                  | 5-6                  |              |
| 8.                                    | Communicate clearly?   | 0-1             | 2-3                | 4                  | 5-6                  |              |
| 9.                                    | Show evidence of creativity?                                       | 0-1             | 2-3                | 4                  | 5-6                  |              |
| 10.                                   | Overall impression and responses to the judge's questions          | 0-1             | 2-3                | 4                  | 5-6                  |              |
| <b>TOTAL SCORE</b>                    |  |                 |                    |                    |                      |              |