COMM 310 Causal Analysis (why does X [=something] happen) A causal analysis is meant to answer questions and recommend remedies. It tends to follow the following structure: 1. Identify the problem. 2. Examine possible and probable causes. 3. Recommend solutions. Pick ONE of the following ‘problems’ from the list of three below and create an analysis report of between 650 and 750 words. Use report writing format as in your textbook (Chapter 7). Please try to use academic studies on (morale) workplace issues rather than mainstream/alternative media sources as you try to identify what factors may be at play at ACME. Please use APA citations (not part of the word count.) Do not need to supply any visuals. This is a written report only. 1. Why, in the last year, have at least half of ACME employees declined management’s invitation to attend: · The annual company family picnic in the summer and · The holiday party in December Company background: • ACME has roughly 80 employees. It has been in business since 1950 and is based in a suburb of Vancouver, which isn’t accessible via transit. • The plant was built in 1978. Improvements are done when absolutely necessary. • It is a family-owned and operated business. Family members hold all the key positions. The present management team has been in place for 30 months. • It manufactures bowling balls for bowling alleys in western Canada and the western U.S. Revenues are $35-million USD annually. • ACME departments include: four human resources and training officers, eight management positions, a sales staff of 18, and roughly 50 administration workers and manufacturing (bowling ball-makers) staff. Part-timers work during the busy fall-winter period. • The youngest manager is 28. The oldest manager is 66. Other staff range from 22 to 71 years of age. • ACME employees are non-union, work a 35-hour week (eight hours x five days with one hour unpaid lunch), Monday to Friday, 9:00 to 5:00. • They receive overtime and breaks in accordance with provincial labour laws. Only sales staff and management receive bonuses based on sales. Sales staff must provide their own vehicles, but can claim mileage, gas expenses, hotel costs and per diems when on the road. • Staff start with 12-days of annual vacation and add one day annually to a maximum of 25 days. • The lowest paid staff members are paid higher than Vancouver’s living wage, which is presently $19.50 an hour. • Staff receive medical, dental, RSP matching and life insurance benefits. They’re allowed five paid sick days annually. Beyond this, sick days are unpaid. Grading rubric: · Identification of the possible problems at play. (15) · Analysis of problems. Why? (30) · Reasonableness and/or practicality of solutions: Does the submission appear to be reasonable and practical? (20) · Clarity / Precision: Is your writing generally clear and precise enough to result in effective communication? Correct grammar and punctuation? (25) · Format: Appropriately professional format and presentation. (10) · Total /100 a