

The Bank of Columbus Open-Up Survey Report

Assume that for the past two years you have worked as Vice President of Human Resources for the Bank of Columbus. The Bank employs 3,500 people in six mid-western states.

For the last year, you have been responsible for operating the Bank's new *Open-Up Program*. This program was designed to stimulate the flow of upward communication in the company.

Through the *Open-Up Program*, employees can mail questions or grievances to a program coordinator at the central office with the assurance that their identities will be kept strictly confidential. The coordinator seeks the necessary information or answers from the appropriate Bank official, and then responds to the person who made the request.

During the year that the program has been in operation, the coordinator has received 6,400 requests from employees. These letters have dealt with compensation, benefits, job opportunities, working conditions, supervisory policies and practices, and other diverse subjects. The number of requests received each month is presented in Table 1.

The President and CEO of the Bank, Mr. Alexander Smith, has decided that the *Open-Up Program* should be evaluated. You were asked to survey employees about the program. Specifically, Alexander wanted to know the extent to which the program has been used, the types of employees who were NOT using it, and the thoughts of the employees who have used the program.

You have collected the information shown in the attached six tables. Present your analysis and conclusions in a complete, coherent report of 5-6 pages, maximum. Be sure to ANALYZE the data. When discussing the results, speculate as to why the results may be the way they are. Don't be afraid to be creative. You want to demonstrate that you are trying to not just explain numbers, but explain why they came out the way they did.

Report should be 10-12 font, have visual appeal, include a minimum of three graphics/figures/tables, be error free, and be from 5-6 pages long.

Please note. WATCH your use of descriptive adjectives and how you represent statistical data.

“Open-Up” Program Survey Results

Table 1.
Monthly Requests

Jan.	Feb.	March	April	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.
492	553	577	628	600	566	533	509	496	498	484	464

Table 2.
**Have you ever used
the “Open-Up” Program?**

No	220
Once	604
More than once	1102

Table 3.
**Classifications of respondents who
have not used the program?**

AGE	
under 25	84/421
25-40	36/719
41-55	55/563
over 55	45/223
GENDER	
Male	90/1189
Female	130/737
RANK	
Non-managerial	121/1344
Managerial	99/582

The following tables contain the responses of the 1,706 people who had used the program

Table 4.
How satisfied were you that your question(s) was (were) answered completely?

	Completely Satisfied	Partially Satisfied	Completely Dissatisfied
Used program once	300	223	81
Used more than once	787	293	22

Table 5.
**Do you believe that your question(s) was
(were) handled confidentially?**

	Yes	Not Sure	No
Used program once	139	328	137
Used more than once	784	279	39

Table 6.
**Do you intend to use the
“Open-Up” Program again?**

	Yes	1414
	No	159
	Undecided	133