

Investigative Report Assignment

This assignment focuses on developing an *internal investigative* report. The business you select for this assignment can be real or imaginary. The management council at your company is considering adding a diversity training program. You have been asked to prepare an investigative report that evaluates *three* programs offering services on the Web. Your company is most interested in planning, designing, and implementing organization-wide diversity and gender equity (sexual harassment prevention) programs. Which businesses offer services and how do they compare? Draw conclusions and make recommendations, using example on next page as a *guide*.

Rhetorical Situation

Purpose: To report (and summarize) your investigative findings

Audience: The management council at your company

Genre: Internal Investigative Report

Stance/Tone: Appropriate for addressing the management council

Design: Design your company letterhead (even if you are using a “real” company)

Medium: Create your investigative report using the Memo format. Your report would subsequently be sent as an email attachment (you are only creating the attachment, not the email itself)

Questions to Consider

- Have you described the extent of/method used for your investigation?
- Have you based your recommendation on your company particulars? For example, is approach appropriate for the size and culture of your real/imagined company?
- Is your recommendation(s) based on solid evidence research? Have you vetted claims made on the various websites?
- Have you appropriately cited information you reference and included as an attachment?
- Not overused first-person “I”?

Rubric: This assignment is worth 100 points

- Demonstrates thorough research & assessment of options
- Follows memo format discussed in class
- Has an original letterhead design
- 1 – 2 pp. (+ Attachment, images, if included)
- Contains an introductory paragraph (may include *concise* summary of recommendation(s))
- Contains headings
- Bullets not required but used where appropriate
- Has an appropriate conclusion with recommendation(s)
- Has an appropriate closing with name/contact info
- Has Attachment: name after closing as necessary

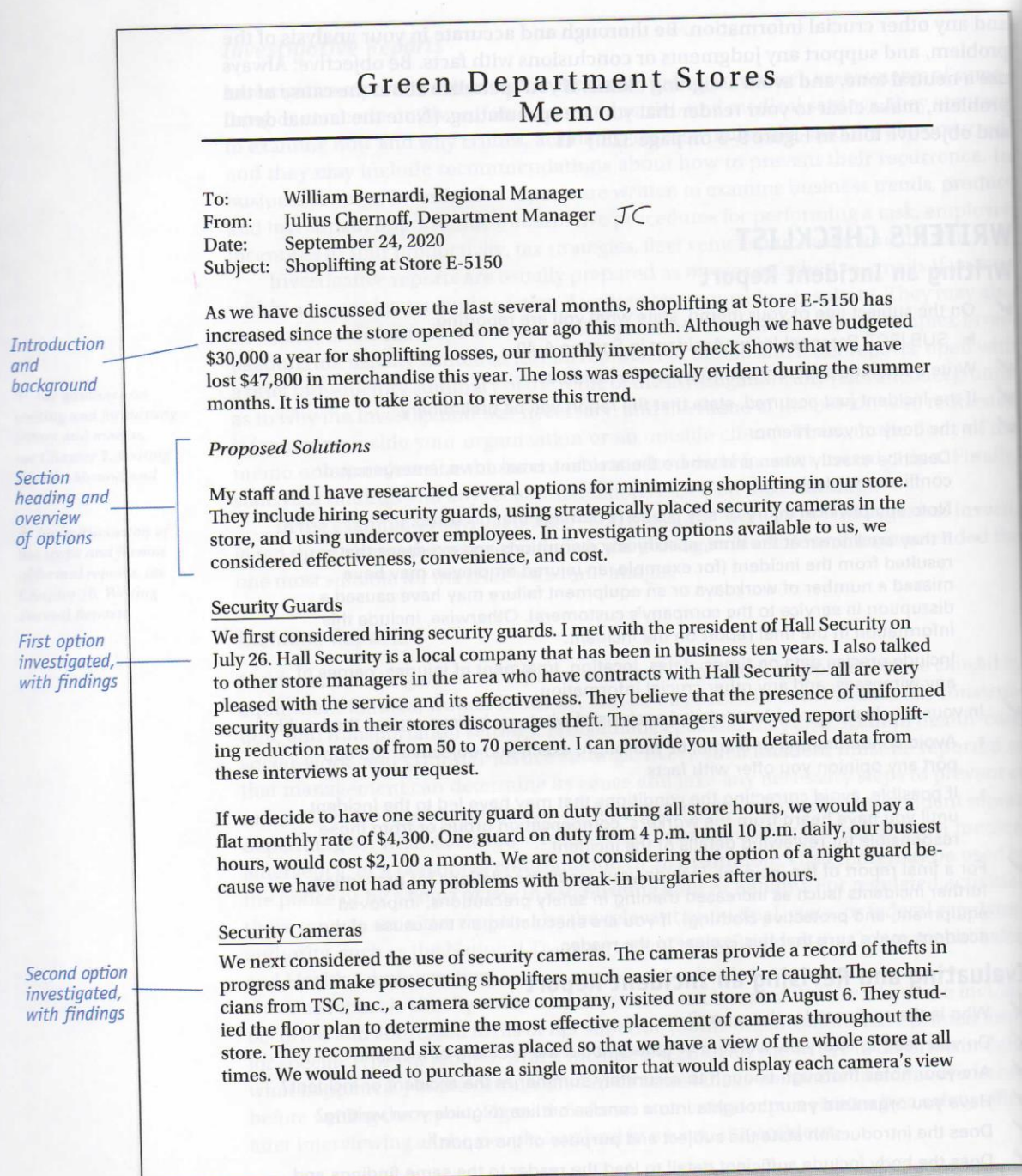


Figure 9-4 Investigative Report (memo with recommendations)

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on a rotational basis every ten seconds. The monitor would be located in the store manager's office where I or, in my absence, someone I designate, can observe activity throughout the store's retail space. The videotapes can be kept for a week and then recorded over.

TSC, Inc., would install the system and train our employees to operate it. TSC, Inc., also provides a five-year on-site service warranty for the cameras and monitor. They make service calls to the store during business hours within four hours of being called. Total cost, including installation, will be \$7,500. We were impressed with the knowledge, experience, and professionalism of the TSC representatives. They provided data for stores comparable to ours that showed an average 60 to 75 percent drop in the incidence of shoplifting after cameras were installed. I called several store managers where the cameras are in use, and they verified these results.

Undercover Employees

The third option examined is the use of undercover employees. This option involves having store employees who pose as customers as they stroll through the store monitoring customers for shoplifting. We estimate that this option would require two employees each shift. They would alternate between their regular duties, such as stocking shelves and performing inventory-control tasks. If we also employ security guards, these two units could work in conjunction to help discourage theft.

However, the option has some risks associated with it. It would require that our employees receive training in the legal rights of customers and could potentially put our employees at risk in encounters with criminals. Hall Security can provide training over a one-week period at a cost of \$1,500 per employee.

Recommendation

After completing our research on these possibilities for theft prevention, my staff and I believe that the best option is the installation of security cameras. After comparing the cost of the system with the amount of merchandise we are losing, we believe that the expense is worth the investment. Once the system is installed, there will be negligible expense in its use and maintenance. Our research shows that theft has declined in more than 90 percent of the stores that have had security cameras installed. Pending our approval, TSC, Inc., can install the system in two days. Once it is installed, we would evaluate the effectiveness of the system on a monthly basis, and I would provide you with a monthly status report. I look forward to your assessment of this recommendation

Closing

Contact Info

Attachment: List of References

*Impressions
of second
option*

*Third option
investigated,
with findings*

*Risks
associated
with option*

*Section
heading and
recommen-
dations
based on
findings*

Figure 9-4 Investigative Report (memo with recommendations) (continued)