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OBHR Project #1 (Individual Project) **Your Employer's EVP**

Project Instructions:

Project 1 consists of a written report to be turned in by each student. The purpose of this first project is twofold: 1) you will come to better understand the concept of an Employee Value Proposition (EVP) and the role it plays in organizations based on examples of EVP initiatives offered by your current employer. 2) you will learn to use the formatting style of American Psychological Association (APA) in your written assignments. This is the commonly accepted reference and formatting style used in the social sciences, and you will also be using it in other courses later in the program.

The length of your report should be approximately **5 - 7 double spaced pages - not including references, title page, and appendices (if applicable)**. Please make sure to include your name in the document name of the file that you submit to Blackboard.

APA Formatting Style:

You will be using the same APA formatting guidelines for all major projects. Within Blackboard, go to "Learning Modules"/ "Additional Module Materials" / "Project Formatting Guidelines".

For detailed information about APA, see the following website:

<https://owl.english.purdue.edu/owl/resource/560/01/>

Due to the limited length of each assignment, please note that you *will not* be required to include an abstract for any of the projects in this course.

The Employee Value Proposition:

Before starting this project, it is important that you complete the readings in Module 1. Your report should address each of the objectives below. If you would like to include materials that support your project (i.e. additional information about your company's EVP), but which do not fit directly into one of the objectives below, please include this in an appendix. Be sure to read the APA guidelines for appendices and to refer to your appendices within the main text of the project report where necessary.

After reading Module 1, consider your own work organization and its employee value proposition. Keep in mind that most organizations do not have a formally defined EVP, and it will be your job to look for practices, policies and initiatives for employees that *would be similar* to those included in a formal EVP. If you happen to be self-employed or unemployed, or your employment situation does not lend to this assignment in any way, feel free to select an organization that you believe has a strong EVP to discuss in this project. Only choose an organization other than your own employer if absolutely necessary, and please let your instructor know which organization you will focus on instead.

1. At the start of your project report, provide an introduction that briefly introduces your organization and that gives the reader an overview of what you will be discussing in the rest of

the report (the project scope). Hint: cite information from your company's website in this section if it is your main source of information... and don't forget to do this in APA style.

2. Discuss 2 – 3 concrete and real examples of the practices this organization has in place to support the employee value proposition. Explain the impact that you believe that EACH of these practices has on organizational outcomes (i.e. employee satisfaction can lead to higher productivity). In this section, you will need to use the resources that are provided by your employer.

Note: Often times, this objective involves gathering information from your company's Intranet or via informal interviews with colleagues / supervisors. You may need to include this information in the appendices of the paper – (i.e. screenshots or questions asked of colleagues). Please include a confidentiality clause on the title page of your project paper if you feel it is necessary. *Please see below for additional information on “irretrievable resources”.

3. Suggest 2 – 3 additional organizational initiatives that your employer could potentially introduce and explain why these would be advantageous in your organization. Base these suggestions on what other similar organizations are successfully offering as EVP practices. *You will need to do outside research for this objective and cite that research.*
4. Discuss any examples of how your organization is currently measuring the return on investment of its current employee value practices (Objective 2) and how they are measuring this. For example, a common ROI is employee retention or employee satisfaction. Keep in mind that the ROI does not have to be measured in dollars and cents. If they are not currently measuring the ROI of the practices, provide an explanation or rationale for why you think this is.
5. Finally, give two examples of how your organization could potentially measure two of the EVP practices you've discussed in the paper (either for Object 2 or Object 3 above). *You will need to do outside research for this objective and cite that research.*

Please make use of archival sources and journals, which are available via the OHIO library (ALICE).

<https://www.ohio.edu/library/>

For this assignment, at least 3 sources of outside information (beyond course and company materials) should be cited.

GRADING CRITERIA - The following quality indications are expected. The grading criteria are listed in the attached grading rubric for Project 1.

- An introduction, including a straightforward and accurate description of the intent and scope of the paper and of the topic(s) being addressed.
- Link to course concepts and the proper use of those concepts
- Evidence of sound research
- Structure – the use of headings and subheadings
- Format and professionalism
- Compliance with APA style
- Style, grammar, and spelling (yes, points will be deducted for errors of this type.)

All of your work in this course must be original. Do not copy anyone else's material and represent it as your own. For purposes of all work in this course, "plagiarism" is defined as 13 consecutive words, a complete sentence, or a major idea taken from a source without citation. Anything cut and pasted without quotation marks and citation is plagiarism.

Please contact your instructor directly regarding any questions that you may have.

***Additional information for citing "irretrievable company resources":**

In the case of an "irretrievable resource", your reading audience (me and the course graders) cannot access your company's resources (i.e. Intranet). You would therefore cite this information as what is known as "irretrievable personal communication".

This format requires you to include the author of the report (here that's probably the company name if no other is listed), the words "personal communication via company Intranet," and the date you retrieved the document. You may wish to provide additional information about the report in your text, depending on what information is relevant.

Here's an example:

Annual revenues for 2018 were disclosed in a report posted on the company intranet of XYZ Company (personal communication via XYZ company Intranet, December 21, 2019).

For a personal communication citation, there is no reference list entry because the document cannot be retrieved.

I am getting this information from the APA Style guide blog, so I should include that source here.

<http://blog.apastyle.org/apastyle/personal-communication/>

In Project #1, in order to provide a retrievable source, despite the fact that it was found on your company's Intranet, you have the option to include a screenshot of the relevant pages in the appendices - if possible and you feel comfortable doing so. That would make your complete citation look something like this:

Annual revenues for 2018 were disclosed in an internal report posted on the company intranet of XYZ Company (personal communication via XYZ company Intranet, December 21, 2019). Please see Appendix A.

Project 1 Grading Rubric for OBHR

Criteria	Excellent	Good	Unsatisfactory	Unacceptable
Introduction (Objective 1)	Includes the most important information about what the project is about including a basic introduction to the featured organization; provides a comprehensive overview of what's to come (scope); logically organized and easy to follow	Introduction is present, but has one of the following shortcomings: <ul style="list-style-type: none"> - Does not appropriately introduce the project with relevant information - The featured organization is not introduced - Does not include an overview of what's to come (project scope) - Is somewhat disorganized or confusing, but still comprehensible 	Introduction is present, but has 2 + of the following shortcomings: <ul style="list-style-type: none"> - Does not appropriately introduce the project with relevant information - The featured organization is not introduced - Does not include an overview of what's to come (project scope) - Is somewhat disorganized or confusing, but still comprehensible 	The introduction is not provided
10	10/10	6/10	4/10	0/10
Current EVP Practices (Objective 2)	Clearly and thoroughly introduces <i>at least 2</i> currently implemented EVP practices; the perceived impact that each practice has on specifically defined organizational outcomes is clearly described; all company-specific terms are coherently explained; this section is logically organized and easy to follow	Introduces at least 2 EVP practices, but has one of the following shortcomings: <ul style="list-style-type: none"> - The perceived impact that <i>each practice</i> has on specific organizational outcomes is not discussed - The discussion of the EVP practices is either lacking in focus, too brief, or difficult to follow - Company- or industry-specific terms are not explained - The section is somewhat disorganized or confusing, but still comprehensible 	Introduces at least 2 EVP practices, but has 2 + of the following shortcomings: <ul style="list-style-type: none"> - Practices/policies are not relevant to the project - The perceived impact that <i>each practice</i> has on specific organizational outcomes is not discussed - The discussion of the EVP practices is either lacking in focus, too brief, or difficult to follow - Company- or industry-specific terms are not explained - The section is somewhat disorganized or confusing, but still comprehensible <p>OR only the following shortcoming:</p> <ul style="list-style-type: none"> - less than 2 practices are introduced; 	A <i>coherent</i> discussion of the current EVP practices and their impact is not provided
20	20/20	15/20	10/20	0/20

Criteria	Excellent	Good	Unsatisfactory	Unacceptable
<p>Potential EVP Practices (Objective 3)</p> <p>20</p>	<p>Clearly and thoroughly introduces at least 2 additional potential EVP practices for the organization; the meaningfulness of each practice is discussed for the particular organization; the discussion of each of the potential practices is based on outside research that is relevant to the project; this section is logically organized and easy to follow</p> <p>20/20</p>	<p>Introduces at least 2 additional potential EVP practices for the organization, but has one of the following shortcoming:</p> <ul style="list-style-type: none"> - The meaningfulness of <i>each</i> practice is not or the discussion is greatly lacking - The outside research is not relevant to the project or otherwise lacking - The section is somewhat disorganized or confusing, but still comprehensible <p>15/20</p>	<p>Introduces at least 2 additional potential EVP practices for the organization, but has 2 + of the following shortcoming:</p> <ul style="list-style-type: none"> - The meaningfulness of <i>each</i> practice is not or the discussion is greatly lacking - The outside research is not relevant to the project or otherwise lacking - The section is somewhat disorganized or confusing, but still comprehensible <p>OR only 1 of the following shortcomings:</p> <ul style="list-style-type: none"> - Less than 2 potential practices are introduced; - The required outside research was not carried out <p>10/20</p>	<p>A <i>coherent</i> discussion of 2 potential EVP practices and their meaningfulness for the organization is not provided.</p> <p>0/20</p>
<p>Current EVP Measures (Objective 4)</p> <p>10</p>	<p>Clearly and thoroughly discusses at least one example of how the organization is currently measuring the return on investment of EVP practices; if practices are not being measured, a clear rationale is presented</p> <p>10/10</p>		<p>The paper has one of the following shortcomings:</p> <ul style="list-style-type: none"> - the discussion of a current ROI measure is not focused, confusing, or too brief - in the case that EVP practices are not being measured, the rationale is not given <p>5/10</p>	<p>A <i>coherent</i> discussion of a current EVP measure is not provided.</p> <p>0/10</p>

Criteria	Excellent	Good	Unsatisfactory	Unacceptable
<p>Potential EVP Measures (Objective 5)</p> <p>20</p>	<p>Clearly and thoroughly introduces at least 2 additional potential measures of the ROI of EVP practices for the organization; the choice of ROI measures is relevant and meaningful; the discussion of each of the potential measures is based on outside research that is relevant to the project</p> <p>20/20</p>	<p>Introduces at least 2 additional potential measures of ROI, but has one of the following shortcomings:</p> <ul style="list-style-type: none"> - The ROI measures are not relevant or meaningful - The outside research for each measure is not relevant to the project or lacking - The section is somewhat disorganized or confusing, but still comprehensible <p>15/20</p>	<p>Introduces at least 2 additional potential measures of ROI, but has 2 + of the following shortcomings:</p> <ul style="list-style-type: none"> - The ROI measures are not relevant or meaningful - The outside research for each measure is not relevant to the project or lacking - The section is somewhat disorganized or confusing, but still comprehensible <p>OR only 1 of the following shortcomings:</p> <ul style="list-style-type: none"> - Less than 2 potential measures are introduced; - The required outside research was not carried out <p>10/20</p>	<p>A <i>coherent</i> discussion of 2 potential EVP measures is not provided.</p> <p>0/20</p>
<p>APA Structure/Format</p> <p>5/5</p>	<p>Meets all stated paper formatting criteria listed in the project description; professional writing is employed; headings and subheadings are used; writing flows in a logical, sequential manner; paper is of the appropriate length (5 – 7 pages of text)</p> <p>5/5</p>	<p>The paper has one of the following shortcomings:</p> <ul style="list-style-type: none"> - Professional writing is not employed - Headings and subheadings may be lacking or are not used - Paper does not flow in a logical, sequential manner - Paper is either too short or too long <p>3/5</p>		<p>The paper has 2 + of the following shortcomings:</p> <ul style="list-style-type: none"> - Professional writing is not employed - Headings and subheadings may be lacking or are not used - Paper does not flow in a logical, sequential manner - Paper is either too short or too long <p>OR only the following shortcoming:</p> <ul style="list-style-type: none"> - Paper is either much too short or too long (@2+ pages) <p>0/5</p>
<p>APA Citation</p>	<p>All citation requirements listed in the project description are met; all or most citations are made appropriately; formatted correctly in APA style in all/most instances; references page is complete and correctly formatted</p>	<p>The paper has 1+ of the following shortcomings:</p> <ul style="list-style-type: none"> - Some citations are not made where required - Some citations are not formatted correctly in APA style 	<p>The paper has 2+ of the following shortcomings:</p> <ul style="list-style-type: none"> - Some citations are not made where required - Some citations are not formatted correctly in APA style 	<p>The paper has 1+ of the following shortcomings:</p> <ul style="list-style-type: none"> - Very few citations are used where required - Little to no attempt at APA style citation was made - References page is missing

Criteria	Excellent	Good	Unsatisfactory	Unacceptable
10/10	10/10	<ul style="list-style-type: none"> - Reference page is missing several sources - Reference page is formatted incorrectly 7/10	<ul style="list-style-type: none"> - Reference page is missing several sources - Reference page is formatted incorrectly 5/10	0 – 4/10 (grader’s discretion)
Spelling & Grammar 5/5	Few or no noticeable spelling/grammar errors 5/5	Some noticeable spelling/grammar errors, which detract from the readability of the paper 3/5		Many spelling/grammar errors that detract from the readability of the paper; It is assumed that the paper was not proofread 0/5



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