

**Proposal Assignment**

***The assignment includes five parts: Outline Proposing a Topic, Evaluation of Sources, Proposal Presentation, Draft of Written Proposal, and Final Written Proposal.***

For these assignments, you will present and write a formal proposal. A proposal is an offer to solve a problem or fulfill a business need. The goal is to persuade, and you must be straightforward. It’s important that you analyze your audience and write your proposal to persuade them to accept your ideas. The assignment is complex, with five separate assignments and each builds on the one before it. You are expected to use feedback from each assignment to improve on the next. The assignments are designed to guide you through the development process in writing.

**Assignments:**

* Topic Proposal – 50 points
* Evaluation of Sources – 30 points
* Proposal Presentation – 100 points
* Draft of Written Proposal – 200 points
* Final Written Proposal – 100 points

**Part 1: Proposing Topic for Approval (50 points):**

Your specific topic must be approved by your instructor. You cannot submit any subsequent assignments without submitting a topic proposal and getting approval from your instructor.

Your topic proposal will address the following questions:

* What are you proposing?
* To whom are you proposing it?
* What need does the proposal address?
* What are other companies/organizations/schools doing?

Students are encouraged to choose from the following topics:

* Propose an internship program to an existing company
* If you are already in an internship, identify a problem at your company & propose a solution
* Propose a new student service not already offered at Temple
	+ For example, we now have Cherry Pantry to give students that need it access to healthy food
* Propose a conference for the Fox School to host
* Propose a new LLC (Living Learning Community) for a Temple residence hall
* Propose a student-run business (like STHM & the Saxby’s in Speakman Hall)
* Propose a service-learning project for one of the majors within Fox
* Propose a student-run sustainability program for campus
* Propose a post-college life skills seminar (different from the services that CSPD already provides) – this could be a one-credit course or a special badge on Suitable

Format Requirements:

* No more than one page.
* Use 1-inch margins and 11 or 12-point font.
* Feel free to use brevity tools like bulleted lists.

**Part 2: Evaluation of Sources (30 points):**

It’s important that you evaluate each source you will use to make sure it’s credible and useful for your purpose. You will submit a list of three sources you plan to use: one source you will use to assess your audience, one source you will use to identify the need/problem, and one source you will use to analyze the market. For each source, include a citation using APA style. You will also address the following to explain what key information you’ll get from the source and why the source is credible:

* A brief summary of the source.
	+ What are the main arguments/ideas? If someone asked you about the content in this source, how would you answer?
* A brief assessment of the source.
	+ Analyze why the source is useful and credible. Mention if the source is objective or biased.
* A brief reflection on how/why this source will be used for your proposal.

Note: please see the Purdue OWL’s page on annotated bibliographies for more information at <https://owl.english.purdue.edu/owl/resource/614/01/>.

Format Requirements:

* Use bullet points to organize your list.
* Use 1-inch margins and 11 or 12-point font.

**Part 3: Proposal Presentation (100 points):**

Your presentation will include:

* A title slide that includes your name and the title of the proposal
* Definition of the problem/business need
	+ Give background information to help the reader understand the need for your proposal
* Proposal
	+ Your idea – make sure to include the who, what, when, where, and why here
	+ Give details on your approach and qualifications
	+ Give any needed market analysis here (i.e. what competitors are doing, how your proposal will compare, etc.)
* Implementation Plan/Timeline
	+ A visual timeline is recommended
* Budget/Initial Costs
	+ A table or chart is recommended
* The benefits of your solution
* Conclusion
	+ Restate your main points – tie them all together
* List of References (APA style)

Format Requirements:

* You must use Power Point
	+ Your PowerPoint should include visual information – not clip art, but visuals that help the audience understand our ideas with ease
* No more than 10 slides (not including title slide and list of references)
* 6x6 rule – no more than 6 bullets on a slide; no more than 6 words in a bullet
* Your presentation will not be more than 10 minutes
* You will not use notes while presenting

**Part 4: Draft of Written proposal (200 points):**

Your written proposal will include:

* Cover page that includes your name, the title of the proposal, the date, and your instructor’s last name and section number
* Executive Summary
	+ - The executive summary is where you present your case and give the reader the main takeaway of your proposal. Don’t focus on covering every detail. Instead, give an overview of the main points, focusing on the conclusions you want the reader to come to. Tell your solution to the reader’s problem. It should be results oriented and persuasive.
		- Your summary should be less than one page.
* Definition of the problem/business need
	+ Give background information to help the reader understand the need for your proposal
* Proposal
	+ Your idea – make sure to include the who, what, when, where, and why here
	+ Give details on your approach and qualifications
	+ Give any needed market analysis here (i.e. what competitors are doing, how your proposal will compare, etc.)
* Implementation Plan/Timeline
* Budget/Initial Costs
	+ - If applicable, include any forecasted revenues.
* The benefits of your solution
* Conclusion
	+ Restate your main points – tie them all together
* List of References (APA style)

Format Requirements:

* Your proposal will be no more than 5 pages, not including the reference list or the cover page.
* Use 1-inch margins and 11 or 12-point font.
* Use brevity tools, like section headers, lists, timetables, budget charts, etc.
* At a minimum, you should include a visual timeline (there’s a template for this in Microsoft Word) and a table or chart outlining the budget/costs.
	+ - You should also include other visuals throughout to support other information in your proposal.

**Part 5: Final Written Proposal (100 points):**

As we’ve been discussing all semester, careful editing is an integral part of the writing process. Now that you have feedback from your instructor, you’ll need to apply it by rewriting your proposal. The rewrite is worth 100 points. If you do not follow your instructor’s feedback, your rewrite grade could be lower than the grade you earned on your draft. If you do not submit a rewrite that includes changes, you will receive a grade of zero.