

Project Proposal

LEARNING OBJECTIVES:

	Course Objectives
X	Compare global, national, local, and individual perspectives related to the specific course topic.
X	Evaluate the reliability, accuracy and appropriateness of information resources for academic research.
X	Write argumentative short essays to evaluate claims related to the course topic.
X	Carry out an original project that addresses a particular issue related to course content with a team of students of diverse backgrounds and interests.

OVERVIEW:

For this assignment, you are to put together a formal proposal for your project. The purpose of a proposal is to **persuade** an audience that a project is worthwhile and feasible. There is a good chance you will be asked to write a formal proposal sometime in the future, and this assignment gives you valuable experience writing these documents. Proposals are exceedingly common in business, public policy, education, public service, entertainment, and many other fields. If works needs to be done or changes made, there is likely to be a proposal somewhere in the process. Typically, funding is on the line, and the strength of your proposal determines whether or not you will receive the resources necessary to implement your idea. Consequently, it is important that proposals be:

1. **Backed by Reliable Research**—A successful proposal will bring together reliable research on the topic to explain both the need for the project (the problem) and its potential efficacy (why the proposed solution will work).
2. **Detailed**—The more specific you can be the more likely your audience will be willing to trust you with necessary resources.
3. **Clear**—Even if your idea is fantastic and well thought out, you are unlikely to win support if you can't convey that idea to others.

FORMAT/STRUCTURE:

While different disciplines may have different formats that are typically seen in their proposals, the commonality is that there IS a format. In future proposal writing, it will be important to follow the instructions detailed in the Request For Proposal (RFP) document. On the following pages, we detail the RFP for this assignment. Please follow these instructions carefully – your proposal will be graded on content as well as your ability to work within the guidelines provided. In a real-world situation, proposals that do not follow the format are often dismissed completely, regardless of the merit of the work.

Request for Proposal – Life On Earth

Purpose: Each semester, Life on Earth students are required to complete a project that solves a problem related to the topic area of their section. These problems are self-identified, but must be grounded in academic research. These projects do not necessarily need to be completed by the end of the semester (though some are able to do so), but the planning & research process must be complete enough that an outside group could take the project at the end of the semester and have sufficient research and planning completed that only time, funds, appropriate permissions and manpower would be required.

Instructions:

- Length: approximately 4-5 pages, double spaced (not including Works Cited)
- Format: MLA-8 with **eight** (8) distinct sections, each with a **section heading**.

Sections

Title

Create an interesting title that reflects your project

Group Information

Identify the individuals in your group along with their year in school and their major.

Problem

Identify the problem that your group intends to solve. This section must include:

- Background information (use academic references) to clearly identify the issue and the possible causes of the problem. Show that your group has CLEARLY synthesized the research to both identify the problem AND possible causes.
- Possible questions that may be answered in this section:
 - What is known about the issue so far? What remains unknown?
 - Are there areas of disagreement among your sources? What might account for this disagreement?
 - Describe the individuals impacted by this problem?
 - Are other organizations or groups already working on this problem? What challenges are they facing?

This section should discuss **at least** six different sources and should be written in clear, concise, academic prose.

TIPS FOR PROBLEM SECTION:

- Think of this section as a mini research paper on the topic.
 - Don't forget to include proper parenthetical in-text citations for paraphrases and quotations taken from your source material.
-

Solution

State the goal of your project. This section should include 2 parts: target audience and outcome. This section should again include references to your research that identify the audience and outcome as related to the problem. This section should be 1 paragraph in length.

TIPS FOR SOLUTION SECTION:

- The more specific you can be about your target audience, the easier it will be to describe the project.
 - The outcome states how you want to affect your target audience. Outcomes are often framed with a verb, the audience and then a rephrase of your problem. For example: This project will **educate** the audience about an important aspect of the topic OR **persuade** them to change their behavior OR **inspire** them to act.
-

Pathway to Solution

This section will explain how this project will be completed. You must provide a detailed description of the work required to implement the solution. This will require additional research related to the specifics of your solution. Again, there should be at minimum three (3) additional references cited in this section.

Possible areas that would be described in this section include:

- **Human and material resources** required to complete the project, as well as how these resources will be procured.
 - Are there people you need to contact?
 - Who are they and how can you secure their participation?
 - Is there any technology required?
 - Other supplies?
- **Activities/Products** that would be necessary to complete this project. These will include items that your group may not have time/resources to complete, BUT that you recognize would be necessary. This sub-section should include references that show that these activities/products have been used in other situations. These could include things like:
 - A model for creating an informational campaign that required specific materials (like brochures, PSAs and internet marketing) to be successful.
 - Research that shows that technological innovations like apps or websites can be used to support specific social behavior.
 - An organization that has solved this problem on a small/local scale and you want to expand it to your target audience.
 - Related research that your group can use to bridge to another somewhat related situation.
- **Potential problems/pitfalls**
 - Identify these issues along with a clear reason that they could be expected.
 - Explain how the issues could be circumvented.
- **Timeline**
 - Describe the anticipated schedule for completing the necessary work during the 6 weeks you have to complete the project. This is based off of your task schedule, but there is additional information is required for this part of the proposal.
 - Provide a rationale for each entry
 - For example: In a group that is involving multiple stakeholders, one portion of the timeline related to stakeholders would include information like:
 - Week 1: 6 hours: 3 hrs. to complete research related to stakeholders (goal=6) and compile list for approval by Team; Meet with Team to approve list; 3 hours: Contact all stakeholders (30 min. x 6)
 - Week 2: 9.5 hours: 1.5 hours - Schedule meetings (15 min. x 6) & 8 hours - Complete all meetings (1 hour x 6) & compile information into report for Team (2 hours)

- Week 3:1 hour: Team Meeting re: stakeholders

Proposed Deliverable

This section should identify the activity/product from the section above that you will complete and submit for grading. This must include a detailed description of the intended deliverable. In addition, this section must also explain how the proposed deliverable **will support your solution based on the research you have conducted**. References should be cited appropriately.

Works Cited

Provide a Works Cited page that includes an entry for each source mentioned in the proposal. Citations should be alphabetized, use hanging indent, and be in proper MLA style.

Annotated Bibliography

In addition to the Works Cited, complete an Annotated Bibliography following proper MLA style. This should include four sections for each reference:

1. Citation in correct MLA Format
2. Concise Summary
3. Concise evaluation of source reliability and its applicability for project