**TEAM FORMAL PROPOSAL ASSIGNMENT**

Schlobohm, Maribeth and Christopher Ryan. “Business and Technical Communication: A Guide to Writing Professionally”, Debuque: IA Kendall-Hunt Publishing Co., 2nd Ed. (2015).

**Proposal Audience**: The audience for this proposal is the ***management team at a technology or engineering company where your team is currently employed.*** Professional Dress is required. This assignment consists of three parts:

1. Formal Team Proposal

2. Oral Presentation – each team member gives a 3-5 minute speech

3. Team PowerPoint

Team Formal Proposal is on a project chosen by the team. The proposal is a fully developed project proposal involving new technology, and using the skills of engineering and computer science. The proposal is for ***NEW technology that is not currently in the marketplace and will not be in the marketplace until 5 – 10 years from this semester***. This is a research and development proposal for your team’s technology or engineering company where you are currently “employed”. Think about the future of your industries. What needs to be developed in new ideas, products and services to meet the demands for the future? For the next 5 years? For the next 10 years?

**Team Formal Proposal Required Elements:**

**Elements**

1. Cover
2. Title Fly

3. Transmittal Memo. 1 page, single-space, short form memo. The transmittal memo uses the 3 paragraphs of the transmittal letter, but uses memo format. Internal company projects use memos and do not use transmittal letters.

4. Table of Contents—***separate page from List of Illustrations***

5. List of Illustrations—***separate page from Table of Contents***

6. Executive Summary—page numbering starts here with number “1”

7. Fully Developed Introduction, Discussion, Conclusions and Recommendations. See Chapter 6, p. 145, in your textbook for Formal Proposals.

8. References:

15+ references minimum required with a minimum of 15+ internal citations. You must cite each reference at least 1 time.

**Any failure to include References will result in referral of your proposal to the University’s Judicial Affairs office. Cite your sources!!!!!! Plagiarism is taken seriously at UT Dallas and is dealt with by the University, not the professor.**

9. Back Matter —

***The following are required***:

* References
* Resumes of all group members—edit from earlier assignment

***The following are not required:***

* Project correspondence with industry/companies, including emails and letters
* Illustrations larger than ½ of 1 page, including:
  + Charts and graphs
  + Formulas
  + Site plans
  + Financial reports
  + Indexes
  + Technical definitions
  + Glossaries

10. Illustrations—see below.

**Page Count and Spacing**

**Page Count**

15 - 18 pages

***The following are counted toward the 15 – 18 page count:***

Transmittal Memo, Executive Summary, Introduction (including all sub-headings), Discussion (including all sub-headings), and Conclusions and Recommendations (including all sub-headings)

***The following are required, but are not counted toward the 15 – 18 page count:***

Cover, Title Fly, Table of Contents, List of Illustrations, References, Appendices, including Resumes of team members (and anything else the team determines is essential).

**Spacing**

***The following pages are single spaced (with appropriate spacing):***

Cover, Title Fly, Table of Contents, List of Illustrations, Transmittal Memo, References, and

Resumes of team members

***The following pages are double spaced:***

Executive Summary, Introduction, Discussion, Conclusions and Recommendations

**Illustrations Required**

In Text: 3 illustrations required. If the illustration is less than ½ of 1 page, it should be in the text of the proposal. If the illustration is larger than ½ of 1 page, it should be referenced and discussed in the proposal and should appear in the Appendices. Remember to direct the reader in text to the illustration. Remember to identify each illustration, i.e., Fig. 1 and explain the purpose and significance of the illustration. Useless or gratuitous illustrations will not help you. The 3 illustrations must have purpose as in important diagrams, flow charts, pie charts, bar charts, graphs, or other useful illustrations for engineers and computer scientists. An illustration of a logo does not meet the requirements of a useful illustration.

Remember, if you lift illustrations from the web, and they are not your own, you must cite your sources!!!!!

**2. Team Oral Presentation**

Team Presentation Time: 15-25 minutes—group total (without questions)

Individual Presentation Time: 3-5 minutes/speaker

Q&A session following presentation: up to 5 minutes (in addition to 15-25 minute presentation)

**Q&A time does NOT count toward any speaker’s presentation time**

**3. Team PowerPoint Presentation**

Maximum Number of Slides: 18 (Includes Title, References and Contact Information = 3 required slides)

Do NOT insert a single team contact. Use the contact information for each team member:

Name, Classification, Major, and UTDallas email (delete the hyperlinks).

**PROPOSAL GRADE RUBRIC:**

Written Formal Report\* 100 points

Group PowerPoint\* 50 points

Individual Presentation\* 50 points

**\*You must be in attendance and participate the day of the presentation to receive assignment points. This is not a good day to be either tardy or absent.**