**PROPOSAL REPORT:**

1. **Solicited Proposals:**  an organization identifies a situation or problem that it wants to improve or solve and issues an RFP (Request for Proposals) asking for proposals on how to address it. The requesting organization will vet proposals and choose the most convincing one, often using a detailed scoring rubric or weighted objectives chart to determine which proposal best responds to the request.
2. **Unsolicited Proposals:** a writer perceives a problem or an opportunity and takes the initiative to propose a way to solve the problem or take advantage of the opportunity (without being requested to do so). This can often be the most difficult kind of proposal to get approved.
3. **Internal Proposals:**  these are written by and for someone within the same organization. Since both the writer and reader share the same workplace context, these proposals are generally shorter than external proposals, and usually address some way to improve a work-related situation (productivity, efficiency, profit, *etc*.). As internal documents, they are often sent as memos, or introduced with a memo if the proposal is lengthy.
4. **External Proposals**:  these are sent outside of the writer’s organization to a separate entity (usually to solicit business). Since these are external documents, they are usually sent as a formal report (if long), introduced by a cover letter (letter of transmittal). External proposals are usually sent in response to a Request for Proposals, but not always
5. **Th**e following table offers a fairly standard organization for many types of proposals:

|  |  |
| --- | --- |
| **Introduction/Background** | Clearly and fully defines the problem or opportunity addressed by the proposal, and **briefly** presents the solution idea; convinces the reader that there is a clear need, and a clear benefit to the proposed idea. |
| **Project Description** | Detailed description of solution idea and detailed explanation of how the proposed idea will improve the situation:   1. Confirm feasibility (is it do-able?) How will you find out? 2. Explain the specific benefits of implementing the idea and the consequences of not doing it 3. Give a detailed description or explanation of your proposed idea or methodology, and the resources needed to achieve goals 4. Address potential obstacles or objections; concede where appropriate |
| **Credentials** | Establish writer’s qualifications and experience to lead this project. |
| **Timeline and Budget** | Provide a detailed timeline for completion of project (use a Gantt chart to indicate when each stage of the project will be complete). Provide an itemized budget for completing the proposed project. |
| **Conclusion** | This is your last chance to convince the reader; be persuasive! |
| **References** | List your research sources. |

### **Proposal Report Evaluation Criteria**

Proposals will be evaluated using the following criteria:

|  |
| --- |
| Experience |
| * Demonstrated experience with similar assessment/evaluation projects |
| * Project management experience |
| Project Plan |
| * Project activities/steps clearly articulated |
| * Milestones clearly identified |
| * Project dates/time lines clearly identified and reasonable |
| * Risk management plan included and relevant to the project deliverables |
| Methodology |
| * Proposed methodology for phase one to evaluate resources |
| * Understanding of project intention and the final product for this phase |
| Budget |
| * Reasonable cost for work proposed |
| * Clear, sufficient detail |

**2. Progress Report Grading Rubric Criteria for evaluation**

* Report is complete (contains cover sheet, background & significance, specific aims, prelim nary results, future plans, figures and table).
* Background and significance section clearly identifies a research gap to be addressed by the research project.
* Specific Aims are concisely presented, are in a logical order, and are feasible. Preliminary Results are clearly presented, connected to the specific aims, as well as to the research gap identified in background and significance.
* Feasible plans are offered to address the specific aims in a logical flow.
* Figures and table are clearly labeled and described, are free from clutter or visual distractions.
* Overall quality of the writing shows the writer’s control over his/her prose, including concise and clear wording, effective use of headings and subheadings, and avoidance

of errors.