**Feasibility Project – Proposal**

The proposal is a 1-3 page memo you write to your client, proposing the feasibility study you wish to complete.

**Reader:** your client

**Purpose:** to gain your client’s approval for your feasibility study

**Goal:** to persuade the client that

* you have a good understanding of the problem,
* you have identified two or three or four viable options for addressing the problem,
* you are capable of the necessary research to assess the options
* you are committed to making a recommendation for the best option

**Components**

The proposal consists of several sections, though proposals will differ depending on the problem you’re writing about.

**Opening paragraph -** Give your client a clear sense of what this memo is about. You should briefly identify the problem and also highlight the considerations you think are most important to the client—cost, maintaining goodwill, timing. You want to be sure you make clear that you’re requesting the client’s approval.

**Problem Section** – Establish for your client what problem you want to address. This section is crucial because the more serious the problem, the more likely your client will be to approve your feasibility study to try to identify a satisfying solution. Think carefully about headings and maybe sub-headings you use in this section, especially if the problem is creating several undesirable effects.

**Options Section** – Talk briefly about the options you’re going to explore and why you’ve chosen them. You won’t be able to discuss them in great detail yet because you still have to research them. But your client will want to get some sense of what you’ll be considering.

**Protocol** – Briefly describe the research you’ll do. What information will you consider, who will you talk to, etc.

**Deliverable** – Identify the deliverable you’ll provide the client (the recommendation report) and note the date you will present it (May 1).

**Closing** – Ask for approval. The standard close for a proposal like this is to request approval to begin the work for the feasibility study.

TO: David Maynard, Nottingham High School Principal

FROM:

RE: WRT 307 assignment – feasibility project

DATE: July 28, 2011

Dear Mr. Maynard,

As we get closer to the start of the 2011-12 school year, I would like to propose that you consider ways to communicate with the incoming freshmen, Nottingham’s class of 2015. These students will be new to Nottingham and are likely excited but also anxious about their first few days or weeks as high school students.

**INTRODUCTION**

Transitions are always difficult for students, and entering high school is perhaps one of the most stressful transitions students face. Nottingham is preparing to welcome just over 400 freshmen on September 8, and there’s a lot we can do to ease their transition. I would like to look closely at three different options for you to consider as a strategy for Nottingham to adopt.

**PROBLEM – Reaching New Students and Their Families**

Though some incoming freshmen may have been inside Nottingham High School before their first day of school—for a play or a basketball game or a concert—most do not know much about the building nor what a typical high school day is like. Because of the turmoil of staff layoffs this spring, 8th grade students at the three feeder schools did not have a shadow day at Nottingham, so it’s likely that many incoming students will be completely unfamiliar with the school.

If one of Nottingham’s goals is to build a sense of community, it seems important to consider how long it might take new freshmen to feel like they’re a part of the Nottingham community. Because they receive no orientation materials and are not invited to a 9th grade orientation, they may feel quite distant from the returning students and the Nottingham staff members. Their anxiety level may be so high that it takes them even longer to acclimate to their new school.

Students often turn to their parents for reassurance, but freshmen parents may not know any more than their students, so they can’t help ease their students concerns. Also, there is a lot going on at the high school, and some activities begin prior to the start of school. Freshmen would like to know about them.

**What Can Nottingham Do**

I would like to carefully review three options for welcoming incoming freshmen that I believe could be feasible for this upcoming school year:

* creating and mailing a school info booklet to each 9th grader
* Creating and mailing a welcome brochure to each 9th grader
* Hosting a Welcome Night for 9th graders and their parents in late August

Looking carefully at these three options—all of which we could organize by the start of this school year—should lead to a recommendation for the welcome strategy that might best serve the need of our incoming freshmen without putting too many demands on Nottingham’s staff nor our stretched budget. I plan to sketch out ideas for content of the booklet and the brochure, price printing and mailing costs, and brainstorm a schedule for a Welcome Night, and then recommend to you the option(s) that seems best suited to our incoming 9th graders.

My Recommendation

I plan to have my recommendation on your desk on Friday, August 12. That should give us time to carry out a welcome activity if you approve one.

Thank you for considering this idea. I hope you can approve it so I can move forward with the feasibility study. I believe our efforts reach out to our new 9th grade class will prove beneficial for Nottingham.

Sincerely,