# Proposal Assignment

# English W234

# Professor Richard Kemery

As you become more invested in career pursuits (or if you already are at this point), you will encounter an increasing need to suggest improvements and/or other products and services to your current or future employer through the use of proposals. In this assignment, you will decide and write your own proposal taking into account your audience, which will be your intended boss and/or stakeholders: other executives, supervisors, or contemporaries that could be directly involved in the proposal at some point or another. Please take this hypothetically, so envision who would be directly involved and write to that audience. You want to gain their attention and, ultimately, have them buy into your proposal so that you may proceed forward in implementing it.

**Process**

The main idea is to decide the industry and example organization you may be working for in the future or now. Choose a position and an organization and state that in the beginning of your proposal as in “I decided since I may be a software developer for Microsoft.” Then you can continue to your proposal. Please take this seriously and do not suggest highly unrealistic or improbable things. Use your knowledge and insight to think about, study, and reflect on what might benefit the industry you will work for and what companies you might also be working for in the future. For help on this check **page 282** of your textbook under “Writing Honest Proposals.”

The process is quite simple and does not ask for too many other things. **Page 275** of your textbook begins to describe the process under “The Logistics of Proposals.”

Beforehand, think of example proposals such as the ones on **page 296**:

“Our company uses Technology X to perform Task A. Should we instead be using Technology Y to perform Task A? For instance, our company uses traditional surveying tools in its contracting business. Should we be using GPS surveying tools instead?”

“Our company has decided to purchase a tool to perform Task A. Which make and model of the tool should we purchase, and from which supplier should we buy or lease it? For instance, our company has decided to purchase 10 multimedia computers. Which brand and model should we buy, and from whom should we buy them?”

“Our company does not currently perform Function X, is it feasible to perform Function X? For instance, we do not currently offer day care for our employees. Should we? What are the advantages and disadvantages of doing so? What forms can day care take? How is it paid for?”

First, you will be writing an internal proposal, which is:

* An internal proposal is an argument, submitted within an organization, for carrying out an activity that will benefit the organization. It might recommend that the organization conduct research, purchase a product, or change some aspect of its policies or procedures. Please see the bottom of **page 275** for examples.

Second, you will have to do sufficient research on your chosen job/company to think about what sort of interesting improvements or projects you could propose. If you have something in mind about where you work currently or have thought about this before then it will be easier. If you do not, then more time will be needed to understand the total implication.

Third, you will have to structure your proposal a certain way to ensure you are meeting the assignment’s objectives. **Page 283** has information on structuring your proposal.

General structure (format the internal proposal in memo format following the example on **page 290**):

* **What is the problem or opportunity?** Describe the problem or opportunity in specific monetary terms, because the proposal itself will include a budget, and you want to convince your readers that spending money on what you propose is smart. All outside research needs to be documented in APA formatting and cited accordingly. Basic monetary values are fine and no increasingly complex math would be required to show savings or cost benefits.
* **What is the purpose of the proposal?** The purpose of the proposal is to describe a problem or opportunity and propose activities that will result in a deliverable. Be specific in explaining what you want to do.
* **What is the background of the problem or opportunity?** Although you probably will not be telling your readers anything they don’t already know, show them that you understand the problem or opportunity and that you’ve done your research.
* **What are your sources of information?** Review outside sources, fact-check internet databases, research scholarly articles and other snippets of data and do your research and show it in your proposal. Readers will need to understand the context of statistics and information and where it is coming from.
* **What is the scope of the proposal?** Indicate what you are proposing to do and also indicate what you are not proposing to do so that everyone is clear on expectations.
* **Why are the key terms?** Try to define industry-specific jargon to make it clear that even people outside the range of stakeholders can read and understand the proposal.

Include research and format it in a way that is clear. **Page 284** has examples such as **“**Carruthers (2010), Harding (2011), and Vega (2011) have demonstrated the relationship between global warming and groundwater contamination…”

**Page 290** has the format I am looking for in an internal memo style proposal starting with Purpose, Summary, Introduction, Tasks, Experience and References.

**Rubric**

Page 296 has the rubric for your proposal and it is how I will assess you met the assignment’s objectives:

* Does the summary provide an overview of:
  + The problem or the opportunity? (page 283)
  + The proposed program? (page 283)
  + Your qualifications and experience? (page 283)
* Does the introduction indicate:
  + The problem or the opportunity? (page 283)
  + The purpose of the proposal? (page 283)
  + The background of the problem or opportunity? (page 283)
  + Your sources of information? (page 283)
  + The scope of the proposal? (page 283)
  + The organization of the proposal? (page 283)
  + The key terms that you will use in the proposal? (page 283)
* You can omit the description of qualifications and experience considering this is a hypothetical proposal and you may or may not have the necessary experience or background. You can include it, of course, if you feel confident explaining how your background and experience fits within the proposal.
* Is the budget:
  + Complete? (page 286)
  + Correct? (page 286)

**APA Formatting**

Basics of APA formatting a paper: <https://owl.english.purdue.edu/owl/resource/560/01/>

Sample APA formatted paper: <https://owl.english.purdue.edu/owl/resource/560/18/>

**This proposal needs to be in APA format**. All outside research found on the internet or through other sources needs to be documented in APA format and cited in-text. Insert a “References” page at the end of your document as well with your sources.

Papers will be checked with anti-plagiarism tools and any plagiarism will result in failing the course—**no exceptions**. Cite all your work and outside sources accordingly.

Page 428 of your textbook has a sample APA References pages.

For easy citations use <http://www.bibme.org/> select APA and then paste the link into “Search Websites” to have it generate a citation.

**Word Count and Due Date**

1,400 words are required (minimum) for the proposal. More words are better as long as the piece is well written and concise. Failure to meet minimum word count can count as a zero or letter grade “F” and/or a severely reduced grade on the assignment. The proposal is due to me via email at [kemerl01@ipfw.edu](mailto:kemerl01@ipfw.edu) on April 20 (04/20) no later than 12:00 p.m. NOON Eastern Time. **1 second late = zero or letter grade "F" no excuses.**