




DATE: 14 September 2015
TO: All CPSC-311-02 Groups
FROM: Thuyuyen Nguyen-Newby, PhD. 
SUBJECT: Solicited Proposal for Family Health Clinic (120 points)

The purpose of this memo is to give you information regarding your first group project.

Dr. Flores of Family Health Clinic has recently contacted M-Global to potentially use our expertise in implementing a user friendly mobile application for their medical center. See the enclosed '311 Case Study' for the company background and other important information.

Assignment

Each group is to independently research into cloud based mobile applications or similar products and develop a workable solution for Family Health Clinic. The cost of the application must not be more than \$50,000 and the implementation process cannot be longer than two (2) months. In addition, the potential application must have the followings capabilities:

- enable physicians to see their patients' exercises patterns,
- allow patients to keep track of their performance,
- allow patients to share their information with group members,
- connect to partner organizations such as healthcare professionals, health clubs, medical insurance companies, employers, etc.

Initially, the research findings are to be presented at a preliminary proposal conference.

Proposal conference (20 points)

The purpose of the proposal conference is to get feedback from other members of the class and me. You are to present your findings and preliminary costing with a timeline for the project. Notes or handouts can be useful, but they are not required. Each group (in 8-10 minutes) is to discuss their research findings on the potential application for Family Health Clinic with each member taking part in the discussion. Remember, I will evaluate both team and individual member's contribution to the proposal.

The proposal conferences are scheduled for the week of **28 September 2015**. Participation in the conference is mandatory.

Following the conference, your group, representing M-Global, must develop a solicited proposal for Family Health Clinic.

Correctness, flow, and format (100 points):

The final copy of the proposal should be flawless, that is, error-free. Each proposal must have the following:

- A memo of transmittal, addressed to me, in which your team conveys the document to the reader and reflects on the team's research and writing experience while creating this proposal.
- Title page includes project name, addressed to the intended reader, Dr. Flores, and followed by your group members' names.



- Executive summary, which should not be longer than 10 percent of the report text, usually one page or less.
- Table of contents
- Body of proposal should not be more than five (5) pages in length. Quantity is no indicator of quality, however. A short but well-focused paper is preferable to a long and rambling one. Look at your textbook pages 408-409 for format and content.
- Appendices: Include charts, diagrams, figures, and tables. These need to be numbered in the order presented and labeled accordingly accompanied by a brief title. If you borrow data or a graph from a source, you must credit that source in a caption immediately following the graph.

All pages must be numbered appropriately. Margins need to be 1 inch all around. Use Times New Roman font, size 12. Use headings and subheadings for better readability. Do not indent paragraphs. Keep them short (no more than 5-6 lines). Single space between lines but double space between paragraphs.

Hint: Plan your proposal well before you write; if necessary, brainstorm and outline what you will say. Respond to the task fully. Make the text visually appealing and edit the document carefully. While technical writers value *conciseness*, they also want as much information as they need to accomplish a task, so overly brief, vague responses are not desirable. The best work will show *careful thought* and *planning* which are essentially the ability to grasp a problem in all its subtlety.

Before writing, analyze the assignment by considering what you have learned in chapter 12 of your textbook in the context of writing a solicited proposal, and answer the following questions:

- What is the purpose of the document to be written?
- What result do you hope to achieve by writing it?
- Who are your readers and what do they want from your document?
- What method of organization is most useful?

Assessment Measures:

I will evaluate not only the final copy of the proposal but also the effort your team put in this project; for example, careful planning and thoroughness. Please check the syllabus for a breakdown of the course grade. Look for the C.L.A.S.S. evaluation criteria posted online. I may provide additional editing tools and checklists as we go.

Submission:

The final proposal will be a professional document. One member from each group will be responsible for submitting it via the **Proposal** link on Titanium (you must agree among your group members who will submit it). The due date for the formal proposal is **14 October 2015 at 5:30pm**.

Enclosed: 311 Case Study