Proposals:

- What is a proposal and what does it do?
- What is the structure of a proposal?
- How can you be persuasive and informative?

Proposals

- Written project definition

- Evidence of your preparation and qualifications

Note: your assignment is shortened and doesn't truly attend to to these last two points!

- Critical document used to obtain work

- Legal agreement

Types of proposals

Proposer	Target Audience	Requesting
Engineering Firms	Large corporations	Contract to design, build or reconfigure something
Scientists	Government or corporations	Funding for research laboratories and materials
Academic Institutions	Charities, corporations, other large agencies	Funding for new programs, buildings, equipment
Manufacturing firms	Business, industry, government	Contract to supply equipment
Nonprofit corporations	Government or trusts	Funding for operations
Employees	Supervisors	Permission to begin new projects, change existing ones
Students	Professors	Permission to do research for papers, theses, dissertations

From *Writing for the Technical Professions* by Kristin M. Woolever, Addison-Wesley Longman, Inc. 1999

Proposals and persuasion

Reader wants consultants to:

Understand & isolate problem

Not needed for your assignment! Have feasible plan

Not needed for your assignment! Have good record for similar projects

Proposal documents:

-- Readers' concerns & needs
-- Primary project goal
-- Current state

-- Detailed steps to achieve goal
-- Timing meets client's needs
-- Realistic and honest

-- Examples of similar projects or credentials of consultants

Note: The proposal **does not solve the problem**. It **presents the *plan* to gain approval and support needed** to solve the problem.

A proposal:

- Provides background on the problem

- Provides a detailed plan for analyzing and solving the problem

- Can provide a glimpse of the work to be done, but doesn't yet solve the problem

Basic components of a proposal

1. Front matter
2. Introduction
3. Background
4. Goals and Objectives
5. Project Scope
6. Implementation Plan *or*
   Action Plan *or*
   Methods *or*
   Data Collection and Analysis

7. Project Deliverables
8. Statement of Qualifications
9. Schedule *or* Timeline
10. Costs *or* Budget *or*
    Investment Considerations
11. Conclusion
12. Back Matter

Basic components of YOUR 4-page proposal

Introduction
Problem description
Methods and procedure
Outcome and feasibility statement
Implications
Closing remarks
References
Optional: visuals/equations/figures

Summary: Basic components for the VE496 Assignment

- **Introduction**

  o Provide context and background to the field, the problem, your goals, and the solution (1 paragraph)

- **Problem Description & Solution**

  o Go into further detail by defining the problem more specifically, then define the solution briefly yet completely (2 paragraphs)

Body of your VE496 proposal

Methods and Procedures
- List the materials and process for completing your solution. Note that this portion is highly situational and based on the type of project you are completing. This is not a lab report! You should not use more than 2 paragraphs for this section.

Outcome and Feasibility Assessment

- Use #'s when possible. How can your intended audience evaluate the success of your project?

Implications

Consider your audience. What will a successful final project look like? How will it benefit them? How might it move the field forward. If your project is academic, it moves the field forward--how? If it is meant for the general public, tell us how.

Final Pages of your VE496 Proposal

Closing remarks, references, and maybe visuals

- Use **closing remarks** to summarize, persuade, and conclude.

- Reference all sources either in footnotes, or a references section.

- Visuals are not needed, but can be included. If included, they must be referenced in the text, formatted correctly, numbered, and captioned correctly. Remember that the slide deck presentation will contain many visuals of your project.

Making decisions about language use

- Refer to groups who are discussing the project and who will work together.

- Define words when necessary.

- Avoid potentially sensitive language.

- First-person is okay to use (We designed a ....)

- Avoid second person "you"--this actually usually refers to a more specific audience