Proposal Assignment Notes

Prepared by Dr. Jean Vining

(Prepared in Memorandum Format)

MEMORANDUM

TO: Students Enrolled in Technical Writing

FROM: Dr. Jean Vining, Professor

SUBJECT: Proposal for Topic of Your Study

DATE: March 23, 2018

 This document presents some notes for the process of completing the proposal assignment. I am also posting as a resource a sample proposal with some additional notes included in the text part of the message.

 Please read this information carefully, print it for your use, and e-mail me if you have questions. I can schedule individual appointments if I know ahead of time when you would like to meet.

# Preparing the Proposal

 You have been assigned a short (one- to three-page) proposal to prepare. The subject of the proposal will be the topic that you have selected for the feasibility study. In this assignment, you will propose (suggest) that you conduct the study. There is a list of possible feasibility report topics is included in the Report File material posted in the File link of your course. You may also select your own topic for your report as well. A File entitled Feasibility Report Notes 2018 has also been posted in the File link for your course.

 The example in Chapter 16, “Proposals” in your text, is long. Your proposal does not have to be more than two or three pages. Format for the proposal can be either in business letter format (since you have already

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prepared a business letter) or in memorandum format as this document illustrates. Address the letter or memo to the person for whom you will be preparing report and use a current date written out as April 9, 2018.

 Headings, or sections, that you should include in the text of your proposal are the following:

 Introduction or Summary (the “what” you will be doing) Background/Rationale/Need for the Study (the “why”)

 Scope of the Project (main points you will be investigating (“how” you will be conducting your study)

 Plan of Work/Scheduled Timetable (the “when” and “how” you will be conducting the study)

 Budget (if appropriate). You may not need a budget for this assignment, but a budget is usually included in technical proposals. The last section can be Personnel Qualifications (for those individuals to whom you will assign the project or will be responsible for staffing) or Personal Qualifications where you discuss your expertise for conducting the study or this may also be optional in this assignment but is **always** included in real-world proposals (and also includes your resume) (either as part of the body of the proposal or as part of the Appendix or Attachment Sections and in all business and grant grant proposals). If you wish, you can also have a Conclusion section for the proposal, but this is optional.

 In the working world, the proposing company usually asks for a deadline by which the client responds to the proposal or states that the information included in the proposal remains available until some set deadline (such as ninety days or August 31, 2018 (for example or some specified time).

 The above notes will be helpful to you. Use your imagination and think about what you are submitting. Remember to use a quality, plausible/believable, high-level professional written vocabulary, not a conversational tone, in preparing all of your assignments. Also avoid pronouns in the feasibility report and this proposal, use objective, third-person in preparing a formal report. Use a noun that the pronoun stands for as you compose your material. Good job!!