



Assignment A5: Service Learning Project Proposal

Your team will need to produce a Proposal which outlines the planning and objectives of their proposed project. This Proposal will involve a *process*. The result of this proposal process will be a road map for working on your project. This road map will certainly be subject to modification as you work on your project, but this Proposal will both *launch your project* and *guide you* as you work on it. Your Proposal is directed toward me (your teacher) and our client with the purpose of gaining our approval and go-ahead for your proposed project.

Learning Resources on Proposals

Read Chapter 24 on Proposals in our text pp. 581-616

--You will find the Outline and Model for Proposals on pg. 539 very helpful

Also, read the Online Technical Writing site on Proposals (very good with examples):

<http://www.prismnet.com/~hcexres/textbook/props.html>

Organization and Formatting Issues

- a) Your proposal will need a Cover Page and Table of Contents (see pg. 606)
- b) It should be structured following the “Common Sections in Proposal” found in the Online Technical Writing site (with some of my particular requirements)

Sections of Proposals

Introduction (included background)

Statement of the Problem

Proposed Solution

--describe solution

--include benefits/feasibility

Scope (exact proposed tasks for the solution)

Methods (how you will go about creating this solution)

--general description of iterative development cycle, including usability testing)

Schedule of Work (chart out our whole project from the proposal phase to the usability testing phase to the report--with dates and tasks)

Conclusion

- c) Your Proposal will be expected to follow the guidelines for Document Design we have just completed. See also [Common Page Design](#).



Service Learning Project: Key Learning Resources

Although each group will have a different project, we have these common skills related to Technical Communication that we will all employ. So it will be important that you read these chapters and refer to this material as you work on your project. These key skills involve

Working in Teams	Chapter 5
Structure, Style, Graphics, and Page Design	Chapters 12-13
Designing and Testing Documents for Usability	Chapter 14
Instructions and Procedures	Chapter 21
Also Useful: Technical Definitions	Chapter 19

Timeline for A5: Proposal

3/18: Begin Project
3/20: Set Teams
3/22-3/25: Work on Proposal as team
3/25: Draft A5-1 of Proposal due by end of class Draft
4/1: Final A5-2 due by end of class

Timeline for Entire Service Learning Project

3/18: Begin Project
4/1: Proposal Due
4/17: Usability Test Plan Due
4/22-5/1: Usability Testing
5/10: Final Analytic Report



Proposal Outline Parts (with drafting guidance/explanation)

Introduction

[Plan the introduction to your proposal carefully. Make sure it does all of the following things (but not necessarily in this order) that apply to your particular proposal:

- Indicate that the document to follow is a proposal.
- Refer to some previous contact with the recipient of the proposal or to your source of information about the project.
- Provide background on the problem, opportunity, or situation. The background section discusses what has brought about the need for the project—what the basic situation is and the history or circumstances behind this situation
- Find one brief motivating statement that will encourage the recipient to read on and to consider doing the project.
- Give an overview of the contents of the proposal.]

Statement of the Problem

[Here you will identify what the problem or need is that this proposal will offer a solution for. It should build naturally from the information provided on the background of the problem. This problem should not just be named, but what is problematic about it should be detailed and described. For instance, why is it a problem that there is no comprehensive advising guide for the Honors Program.]

Proposed Solution

[In this section you will propose something to solve the problem or meet the need. It should be some action or set of actions that you believe will solve the problem. --for us it will be to create this comprehensive advising guide website
--include the benefits of creating this guide website (why do it? what benefits does it offer? What specific benefits will it offer our clients? And SAC users, potentially?)]

Scope

[Here you will provide some detail about the scope (other words would be the range or limits or territory) of your proposed action. Each group will have a part of this project, and in this section you will detail that part.]

Methods

[Here you will talk about how you will go about doing this usability testing. You will provide a general description and explanation of the methods of usability testing. Use Nielson, our textbook, and the other resource sites to put this together.]

Schedule of Work [You need to provide a timeline for the work that you will perform through turning in the Final Analytic Report. Include both the date and the task.]

Conclusion [Wrap up what this document is about and has said. Make one last appeal for approval of your proposal.]