Assignment 2: Proposal

Value

This assignment is worth 10% of your final grade.

Background

This assignment requires you to write a proposal in response to one of the assigned scenarios. A proposal requires you to write concisely and accurately with a specific problem and audience in mind. To begin planning a proposal, remember the basic definition: a proposal is an offer or bid to do a certain project for someone based on an identified problem or need. Proposals may contain other elements, such as technical background, recommendation, results of surveys, information about feasibility, and timelines. But what makes a proposal a proposal is that it asks the audience to approve, fund, or grant permission to do the proposed project. Remember, you are not writing the handbook, manual, pamphlet, website, or conducting a seminar; you are only submitting the proposal for it.

A proposal should contain information that would enable the audience of that proposal to decide whether to approve the project, or to hire you to do the work, or both. To write a successful proposal, put yourself in the place of your audience – the recipient of your proposal – and think about what sorts of information that person would need to feel confident in your ability to complete the project.

Instructions

1. Choose one of the scenarios listed below for your proposal.
2. Review the example proposal assignment on the Library APA website and use this example as a template for your own assignment.
3. Each proposal must contain an introduction, background information, and context for the materials proposed.
4. Be sure to be clear about the advantages of your proposal (as compared with others), feasibility, a description of the project, the method and procedure you will use, the timeline, cost (if any), and a conclusion.
5. Include a title page in APA format for your assignment.
6. Your proposal should be no longer than 3 pages, but no shorter than 2 pages (not including the title page).
7. You are not required to do any research or use secondary sources to complete this assignment, but if you do, you must cite all sources using APA formatting and attach a reference page for those sources.
Proposal Topics

1. A local seniors’ centre does not offer yoga for seniors, and you are a yoga instructor who sees an opportunity. Write a proposal to the seniors’ centre, outlining why they should offer seniors’ yoga, and why you should be the one to teach it.

2. You know that myths and misinformation about vaccinations exist, and you want to do your part, as a health care professional, to ensure that people are well-informed about the safety of vaccinations. Write a proposal to the Edmonton Public School Board, to convince them to let you come and speak to high school students about the science behind vaccinations.

3. You decide that you want a puppy or kitten room to be available to students at your school during the exam period. Write a proposal to the Edmonton Humane Society, asking them for permission to undertake this project by “borrowing” some of their animals.

4. Your school expects students to know how to use Moodle (MyClass), but many students do not know what this is. You decide to write a manual to help them, but first you need the permission of your school. Write a proposal, to convince the school to let you write this manual.

5. Many people new to Edmonton find it difficult to learn the bus system. You decide that you want to set up a link on the ETS website, to your own website, specifically geared towards helping new Edmontonians navigate the city using transit. Write a proposal to ETS, asking for permission to do so.

6. You love gardening, but live in a tiny apartment. Your apartment building has a green space and you want to convert it to a shared public garden. Submit a proposal to your landlords, asking to dig up the grass.

7. You see that the city is developing bike lanes and you know that many drivers are unaware about how to treat bikes in traffic. Write a proposal to the city, asking them to hire you to develop an online pamphlet about how drivers should share the roads with bicycles.

8. You own a restaurant and want to increase your business by having live music once a month. Write a proposal to the band manager, offering the use of your space for these special music nights.

9. You decide that you want your school to offer free yoga to students during the exam period. Write a proposal to the Chair of your program, asking for permission to make this a reality.

10. You feel that the on-campus library ought to extend their weekend hours for students during the exam period. Write a proposal to the Head Librarian, asking for this time extension.
## Marking Rubric for Assignment 2

| Content                                                                 | Score  
|------------------------------------------------------------------------|--------
| Proposal is clearly defined; project proposed is feasible; proposal is convincing and easy to follow | /10    
| • Problem is defined and described, including history/context           |        
| • Purpose stated shows how solution will address the problem            |        
| Proposal sections demonstrate sufficient analysis of and attention to audience, purpose, and context | /10    
| • Audience identified                                                   |        
| • Methods/Procedures identified                                         |        
| • Qualifications/facilities/resources identified                        |        
| • Work Schedule/Task breakdown                                         |        
| • Budget (if appropriate)                                               |        
| • Call to action/conclusion                                             |        

| Format                                                                   | Score  
|-------------------------------------------------------------------------|--------
| Writing is clear, concise, and error-free (grammar, proofreading)       | /5     
| Format correct, including APA style                                     | /5     
| Correct length                                                          | /5     
| **Total**                                                               | /35    

**Rubric notes** (double the numerical values for categories marked out of 10)

0 = does not meet expectations/missing
1 = meets minimum expectations
2 = needs improvement
3 = satisfactory
4 = good
5 = excellent