ENGL 3155 The Proposal Assignment: UB
Campus Security (Belize City Campuses)

What is a Proposal? Quite simply, a proposal is a persuasive document
that sells the idea or service you are proposing. Proposals may be
unsolicited or requested (i.e., a RfP – Request for Proposal), internal or
external.

A good technical writer knows the characteristics of a
persuasive proposal:

- **Summarize your proposal** [the abstract] briefly but completely; Professionals skim; they do not read.
- **Focus on the Reader**: the final proposal is written to your client (the University of
Belize, not to your instructor
- **Organize your proposal** clearly (use a Table of Contents), and if you’re using more than
five visuals, include a List of Illustrations or Figures. Unless instructed otherwise—include
the following elements:

1. **Cover letter – letter of transmittal (this is separate from the proposal)**
   1. Why you are writing
   2. What you are writing about (subject of the proposal)
   3. What exactly of importance is within the proposal
   4. What you plan to do next as follow-up
   5. When the action should occur
   6. Why that date is important

In the proposal itself:

2. **Title page**
   1. Title of proposal
   2. Name of company, writer, writers, submitting proposal
   3. Date on which the proposal was completed

3. **Table of contents**
   1. Provide complete, clear listing of contents
   2. Gear your TOC to meet the needs of different audiences

4. **List of illustrations**
   1. Include below the TOC or on a separate page
   2. Provide enough detail so that the reader can determine the content of each
   illustration or figure

5. **Executive Summary**
   1. Limit this to one page.
   2. Briefly focus on the 1) *problem* necessitating the proposal, b) your suggested
   *solution*, and 3) the *benefits* derived when your proposal is implemented

6. **Introduction (Purpose and Problem)**
   1. Purpose – in one to three sentences, tell your readers the reason for your
   proposal (explain *why* you are writing and *what* you hope to achieve);
   2. Problem
     1. Highlight the importance of your proposal.
     2. Clearly state the problem (and reveal your knowledge of the situation)
       * Problem statement—an introduction that outlines your
       problem.
• History—what is the history of the problem. Explain how the organization has suffered because of the problem.
• Causes—what factors lead to the problem?
• Effects—what factors are a product of the problem?

3. Note: Spend more time explaining the problem than on stating the proposal’s purpose.

4. Objectives/Criteria: Compose a list of criteria that a viable solution must meet.

7. Discussion (the body of the proposal)
   o Sell your product, service, or suggested solution.
   o Provide any or all of the following components:
     1. Analyses
     2. Technical descriptions of mechanisms, tools, facilities, or products
     3. Technical instructions
     4. Options
     5. Managerial chains of command (organizational charts)
     6. Biographical sketches of personnel
     7. Corporate and/or employee credentials
     8. Schedules
     9. Cost charts
    10. Evaluation of project—show how your proposed solution matches the criteria outlined in the proposal section as specified by your client. Will your proposed solution solve the problem? What are the short-term and long-term benefits for the client?

8. Conclusion/recommendation
   o Sum up your proposal and provide a sense of closure
   o If appropriate restate the problem, your solution, and the probable benefits

9. Glossary
   o In a proposal going to a multi-level audience, provide a glossary that explains any technical terms you’ve included
   o Make sure your glossary is in alphabetical order and is easy to read

10. References page (if you’re documenting research)
   o If you’ve used research materials, reference them here
   o Make sure to use standard citation format consistently and accurately (e.g., APA in text citations)

11. Appendix
   o Used to include additional information (e.g., surveys, previous report findings, etc.)
   o The information in an appendix should not be of primary importance (if it is, it should be in the body of the proposal). The appendix is designed for extra or supplementary information.

Your Assignment:

• Write a formal proposal arguing the benefits of campus security for the University of Belize, Belize city campuses. Your primary audience will be the UB president, Dr. Clement Sankat, the Board of Directors of the University and other administrative personnel. Although the
proposal will be directed solely to Mr. Sankat, keep the attitudes and interests of your entire audience in mind.

- Include all the formal elements of the proposal outlined above with the exception of items you may not need, such as a List of Illustrations, Glossary, or Appendix. While I do not expect (or want!) you to produce a 20-page proposal, try to make your proposal as persuasive, believable, complete, and professional as possible. Your ability to demonstrate that you can write an effective proposal can only enhance your career options.

Your cover letter and proposal will be evaluated based on the following criteria:

1. Persuasiveness
2. Content
3. Design
4. Completeness
5. Clarity
6. Organization
7. Creativity

I will post due dates to the class website as I deem necessary.

Submissions:

1. Problem Section and Solution Section Drafts (feedback)
2. Complete draft of Proposal (feedback)
3. Weekly progress reports (for the duration of the project) Formal memos to be submitted every Friday by 5:00 p.m.
4. Final, polished draft (transmittal letter and all relevant documents)
5. Google doc access to the document
6. Collaboration assessment documents (Memo, collaboration evaluation form)
7. Final Presentation