

## Directions for Major Assignment #5: Group Project Proposal ENC 3241

### About the assignment:

For this assignment, you will be turning in

- A Group Project Proposal (together)
- An Individual Memo (individually)

Only one person from each writing team needs to turn in the assignment on Webcourses. The assignment should include the names of all of your group members. Each team member will receive the same grade for the proposal portion (so make sure to turn it in on time). In addition to just one person turning in the proposal itself, everyone needs to turn in their individual reflections on Webcourses. If you are turning in both the Proposal and your individual reflection memo, you can upload multiple documents to Webcourses.

Your group will be responding to the Request for Proposals (RFP) (included later on this assignment sheet). This RFP is not real, but it is the sort of RFP that you might come across as an employee of a small business or perhaps a research group member. Each student group will develop a project proposal in response to the RFP. One project proposal should be submitted for each group. You will also each turn in an *individual* reflection memo.

The main goal of a project proposal is to demonstrate to an outside reviewer that your group has a good idea, a good plan for implementing the idea, and sufficient experience to complete the project. So, the primary goal of the proposal is to convince your audience (your professor, in this case) that you have the ability to successfully complete the project.

### Project elements

#### ***1. Project proposal (group): 90% of your grade***

The project proposal should have page numbers in the bottom right corner of the footer and be single-spaced. Use headings to help organize the information. If you include charts, diagrams and/or photos, be sure to cite the source. Do not include any images over ¼ of the size of the page (except perhaps on the cover page).

There is no specific word count for the proposal. However, you should ensure that you provide enough information to help your audience (the fictional KCE grants program) evaluate your proposal. I have included some suggested length information below.

It should include the following sections, in this order, with these descriptive headings:

- 1) *Cover page*: This should include the title of your proposed project (e.g., “Project Proposal: Knights Learning About Bears”) your names, and an appropriate cover photo.
- 2) *Summary*: A description of your proposed project, designed to persuade the reviewer that your topic is valuable and that you have a good plan for executing your project. This should be about two paragraphs in length.
  - Essentially, you want to summarize your proposal in this section. The summary should describe
    - The specific problem that you plan to address.
    - Provide evidence that this issue is important.
    - Specify the audience.
    - List the solution that you are proposing.

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- Leave details of budget, qualifications, and timeline out. These will be included later in the report.
  - It generally works best to write this section last, after the other parts of the report have been completed.
- 3) *Project description*: This should be the longest section, and it should describe what you plan to do. The project description should have several subsections. You should cite sources from your research to support your assertions in this section of the report.
- An introduction to the hazard and its relevance to UCF students. Why should the KCE program fund outreach on this specific issue? It is expected that you will have done some preliminary research here to support your proposal. However, you may want to specify that you will do some additional research as part of your proposed work plan (e.g., perhaps you will interview a hazard expert, or gather statistics on the number of UCF students who have been affected by this hazard in the past). Note: you will *not* be conducting surveys or interviews for this project.
  - A brief discussion of your specific audience. Why focus on this group in particular? Are people in this group more at risk from this hazard, for example?
  - Your proposed solution. What information will you be providing to your audience? In what format or formats? For example, “We propose to develop a set of informational brochures in English and Spanish that describe how dorm residents can avoid mosquito-borne diseases. These brochures will contain information on x and y be distributed at location z.” Be sure you give your reasoning for selecting these ways of getting your message to your audience.
- 4) *Work plan and team qualifications*: This section is designed to persuade the reviewer that you have the technical skills to complete the project and a plan for coordinating work within your team. In this section, you will describe:
- How long it will take to research, write, and finalize the team’s products (about 1 paragraph). If your products will be printed, that takes some time; likewise, if you’re going to create a website, that will take some time. *Note*: This section should *not* include new details about what you plan to do in your solution. RFP readers will be scanning your proposal quickly and they will look to your solution section to read your solutions. They will not come to this section to see if there are other things that you are adding. *Note*: you can base your time estimates on the time it has taken you to do large projects in the past.
  - What the group members’ qualifications are for doing the work they will be responsible for, and who will complete which tasks associated with the project (1 paragraph per member). Things to include might be education, technical skills, and whether they have successfully completed projects of this type in the past. Similar to questions about time and labor, think about pragmatics here. If you want to print your materials in multiple languages since UCF is an Hispanic Serving Institution (HSI), how will you translate those materials?
- 5) *Budget*: The KCE provides grants of up to \$5,000 per project. Here is where you list what you will need. Organize this in a table and be sure to include a total cost.
- Things you may want to include, as applicable: pay for group members (hourly rate and number of hours), printing or webhosting costs, equipment, paying people for handing out flyers, paying subject-experts for their time, etc. There

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may be other costs, but make sure they are project-relevant. *Note:* what I'm looking here is that you are thinking realistically about the budget for a project of this type.

- 6) *Conclusion:* A one to two-paragraph restatement of what your project will focus on, why this issue is important, and how the solution that you will propose will help address the issue.
- 7) *References:* Your bibliography should contain 8-10 items, which can come from books, newspaper or magazine articles, academic journals, or websites.
  - References must be formatted using MLA citation style—though you should *not* double-space them.

### **2. Project reflection memo (individual): 10% of your grade**

Each person will also write a 1-page project reflection memo, which should describe your specific contributions to the report and the contributions of the other group members. This memo can be submitted in either pdf or doc or docx format. It should be single-spaced and use our standard memo header (To/From/Date/Re). Describe the following things:

- Which members of your group worked on what aspects of the project. This might include group coordination, doing the research, writing text, or putting the proposal together.
- Include a team member rating table formatted like the example below. Rate each person (including yourself) on a scale of 1 (poor) to 5 (excellent) for each category:

Member name	Communicated effectively and in a timely manner	Completed their agreed tasks	Contributed throughout the project	Was professional to teammates
Ian Q. Example	5	4	4	4

- Any problems that you had putting the proposal together. Also mention how you resolved those problems (or didn't), and what you might change about the project if you had more technical expertise or time. If you didn't have problems, mention that and tell me why you think your team worked so well together!
- *Please note: The purpose of this memo is to help me determine individual participation grades. I am solely responsible for the individual participation grade that each student receives. I will assess the objectivity of evaluations & determine if they are consistent with my own observations. All comments about group members will be anonymous.*

### **Other notes:**

- Please note that the required format for this project proposal differs from the examples in your book. Keep in mind that this is a common situation: different proposals will typically have different required elements, and it will be up to you to make sure you are following the specific instructions of the Request for Proposals (or assignment instructions, in this case).

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**The RFP:**



**University of Central Florida  
Office of Special Projects  
Request for Proposals**

The UCF Office of Special Projects is pleased to issue a request for proposals for the “Knights Community Enrichment” (KCE) grants program. KCE provides funds to student teams enrich the UCF community and improve the campus community in some way.

We will provide grants of up to \$5,000 to support the development of resources aimed at improving student and community life on UCF’s campus. Resources should be in a medium that is appropriate for the audience, and they can include electronic and/or physical materials (e.g., flyers, posters, social media campaigns, physical signs).

The main objective of the KCE Grant Program is to improve UCF students’ quality of life in some capacity. We are concerned with making sure that campus resources are not only available to students, that they are also equally accessible to everyone.

The following topics are explicitly excluded because other UCF programs develop resources about them: crime, sexually transmitted infections, traffic safety (though you can still do issues related to parking on campus), and anything that would make campus a less equitable space.

Research teams should specify the specific issue related to community enrichment that they will address, the project’s specific audience, medium(s) of communication (how you will tell people about your initiative), and the merit and impact of the proposed project. Proposals should include a projected schedule, budget, and qualifications and roles of team members.

Full proposals should be submitted by 11:59 pm on the due date in Webcourses, to Dr. Corinne Jones, KCE Grant Program Coordinator.

**Invention/Brainstorming Ideas:**

In general, I suggest thinking about your own experiences at UCF. What is something that would improve your life on campus (or as an online student)? What are problems or barriers that you face and what ideas can you come up with to overcome or ease those barriers?

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You might also think about things like:

- Preparing students for weather-related emergencies or other natural hazards (think hurricanes, extreme heat, bears, alligators, etc.) (may include circulating materials to educate new students, etc.)
- Food courts or Food options [e.g. “Based on national statistics, UCF students likely have the following percentage breakdown of dietary needs and preferences on campus (Halal/Kosher/vegetarian/vegan/gluten-free etc.)] or thinking about shuttle services for students to and from grocery stores
- Creating UCF materials for students who speak multiple languages
- More computer labs or access to digital resources on campus
- Circulating materials to make students more aware of resources on campus, such as tutoring services (the Writing Center, SARC), Career Services, Knights Pantry, CAPS, etc.
- Circulating materials to make students more aware of specific programs/majors or courses of study at UCF
- Circulating materials about the importance of enough sleep
- Adding more recycling options and availability across campus
- Creating a fund to help students pay for textbooks
- You might also look at some of the Student Government Initiatives to help you brainstorm ideas (<https://studentgovernment.ucf.edu/initiative/>)

### Grading:

Criteria	Ratings					Pts
Fulfills the goals of the RFP That your group has described a project that would fulfill the goals of the RFP. This includes clearly identifying the topic of the project and the specific audience whom	3 to >2.33 pts Full Marks	2.33 to >1.5 pts Meets most expectations	1.5 to >0.83 pts Fair Partially meets requirements.	0.83 to >0.0 pts Meets few expectations	0 pts No Marks	3 pts

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Criteria	Ratings					Pts
the project will address and/or to whom they will reach out.						
Description, Clarity, and Feasibility of Plan That your group has clearly described the proposed schedule, budget, group member qualifications, and group member roles. That your group has a clear and feasible plan for addressing the problems that you outlined. This includes clear dissemination strategies for the project materials.						3 pts
	<b>3 to &gt;2.33 pts</b> <b>Full Marks</b>	<b>2.33 to &gt;1.51 pts</b> <b>Meets most expectations</b>	<b>1.51 to &gt;0.83 pts</b> <b>Fair</b> Partially meets requirements.	<b>0.83 to &gt;0.0 pts</b> <b>Meets few expectations</b>	<b>0 pts</b> <b>No Marks</b>	

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Criteria	Ratings					Pts
Initial Research and Implementation That your group has done some initial research on the topic, and that this research informs your project proposal (in terms of validating that your problem is in fact a problem, and that your solution is valid)	<b>2.4 to &gt;1.86 pts Full Marks</b>	<b>1.86 to &gt;1.21 pts Meets most expectations</b>	<b>1.21 to &gt;0.66 pts Fair Partially meets requirements.</b>	<b>0.66 to &gt;0.0 pts Meets few expectations</b>	<b>0 pts No Marks</b>	2.4 pts
Design, Mechanics, and Academic English Use of appropriate document design, mechanics, style, spelling, and grammar consistent with Academic English. Make sure to use the appropriate headings from above.	<b>2.4 to &gt;1.8 pts Full Marks</b>	<b>1.8 to &gt;1.21 pts Meets most expectations</b>	<b>1.21 to &gt;0.6 pts Fair Partially meets requirements.</b>	<b>0.6 to &gt;0.0 pts Meets few expectations</b>	<b>0 pts No Marks</b>	2.4 pts

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Individual Reflection Memo (10% of entire grade) This includes making sure that your individual reflection includes the required criteria from the assignment prompt.	<b>1.2 to &gt;0.9 pts Full Marks</b>	<b>0.9 to &gt;0.6 pts Meets most expectations</b>	<b>0.6 to &gt;0.3 pts Fair Partially meets requirements.</b>	<b>0.3 to &gt;0.0 pts Meets few expectations</b>	<b>0 pts No Marks</b>	1.2 pts
Total Points: 12						