

Today . . .

Proposals – Design Project Deliverable 2

Proposals

You don't ask ...
you don't get.

Types of Written Proposals

- **Memo** - Typically the simplest written proposal
 - Used for internal project proposals; i.e., within your company or organization
 - Address proposal to the person authorized to approve project funding (or at least take your proposal to the next level) Warning, don't go around your boss.
 - Keep it short. Use attachments to add background, concept or planning details.
 - Close with a requested **action**

Memorandum

Date: February 10, 1975
To: Dr. John Parker, IPC Dean of Students
From: J.E. Hertel
Subject: Trivia Contest
cc:

The Institute has participated in the Lawrence University's Trivia Contest for many years. This memo proposes that the school recognize and support this involvement to foster the activity and generate even higher student morale.

The main event takes place over the weekend of February 21st and 22nd. It is run by the Lawrence radio station and broadcast bla, bla, bla. We propose that a budget be established for this event so that refreshments (snacks, soda, beer) can be provided for the student team during the contest.

...What's in it for the school?

...How much do we need?

...Are there any risks? How will they handled?

...Who would actually get things done?

Please review this request and let me know if you have any questions. If we are to expand this event, we will need to have approval to proceed by February 12th in order to begin advertising.

Types of Written Proposals

- **Formal**

- Used for larger internal projects or any project where funding will come from outside your organization.
- Transmit via letter (external) or memo (internal) and close with requested ***action***
- Proposal should include an Executive Summary (BLUF - Bottom Line Up Front)
- Format should parallel a report in terms of heading style and integrated figures/tables. Some Proposal Requests will specify a format to follow.
- Length will vary depending on project size. Keep the proposal readable; i.e., put detail information into the appendix.

Types of Written Proposals

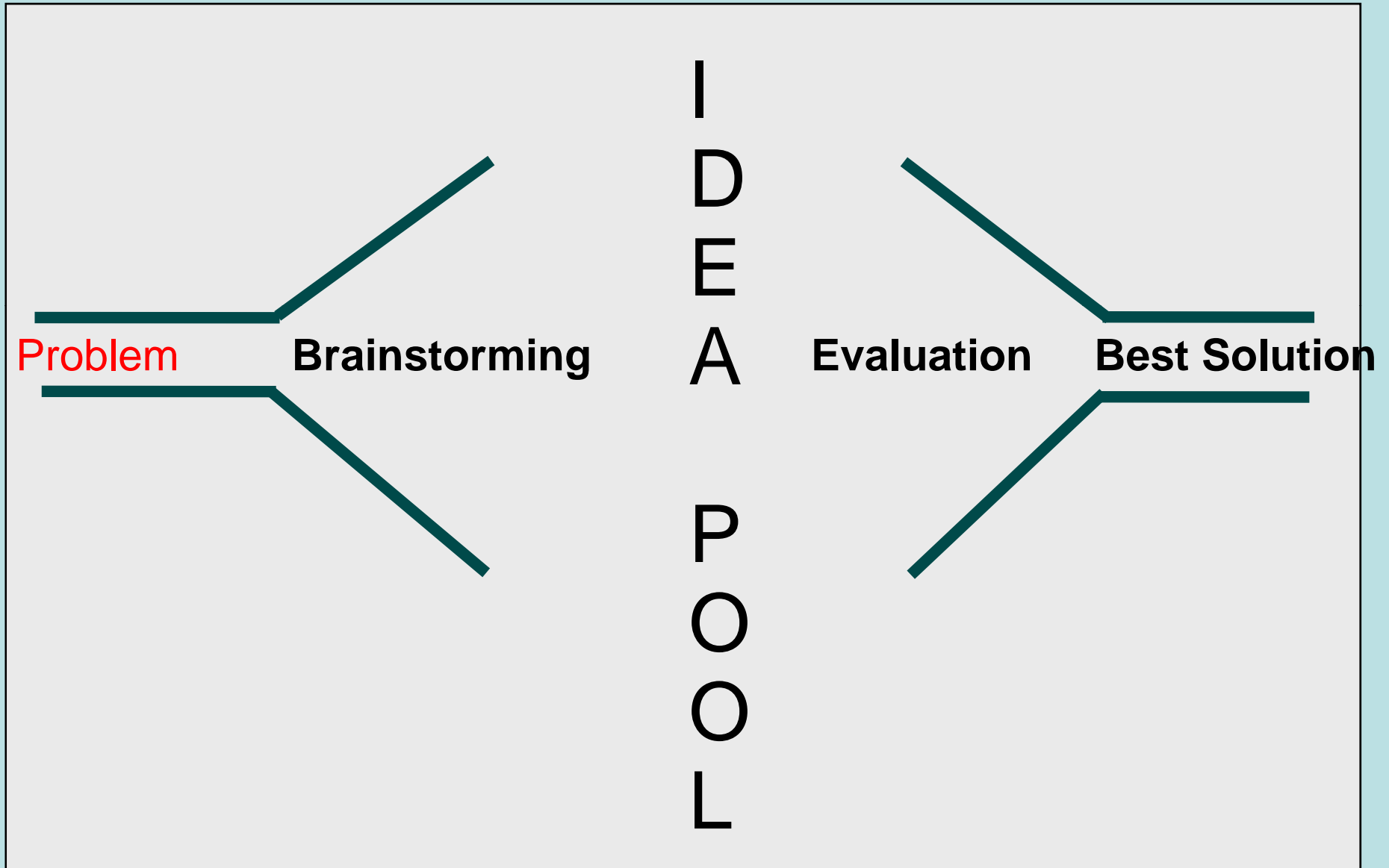
- **Grant Writing**

- Used to obtain government funding for research programs, community or educational initiatives.
- Typically the grant is written with specific instructions for the application (format, content, references, etc.).
- Writing the grant is often a project in itself.
- It typically takes many years of experience to become a successful grant writer.

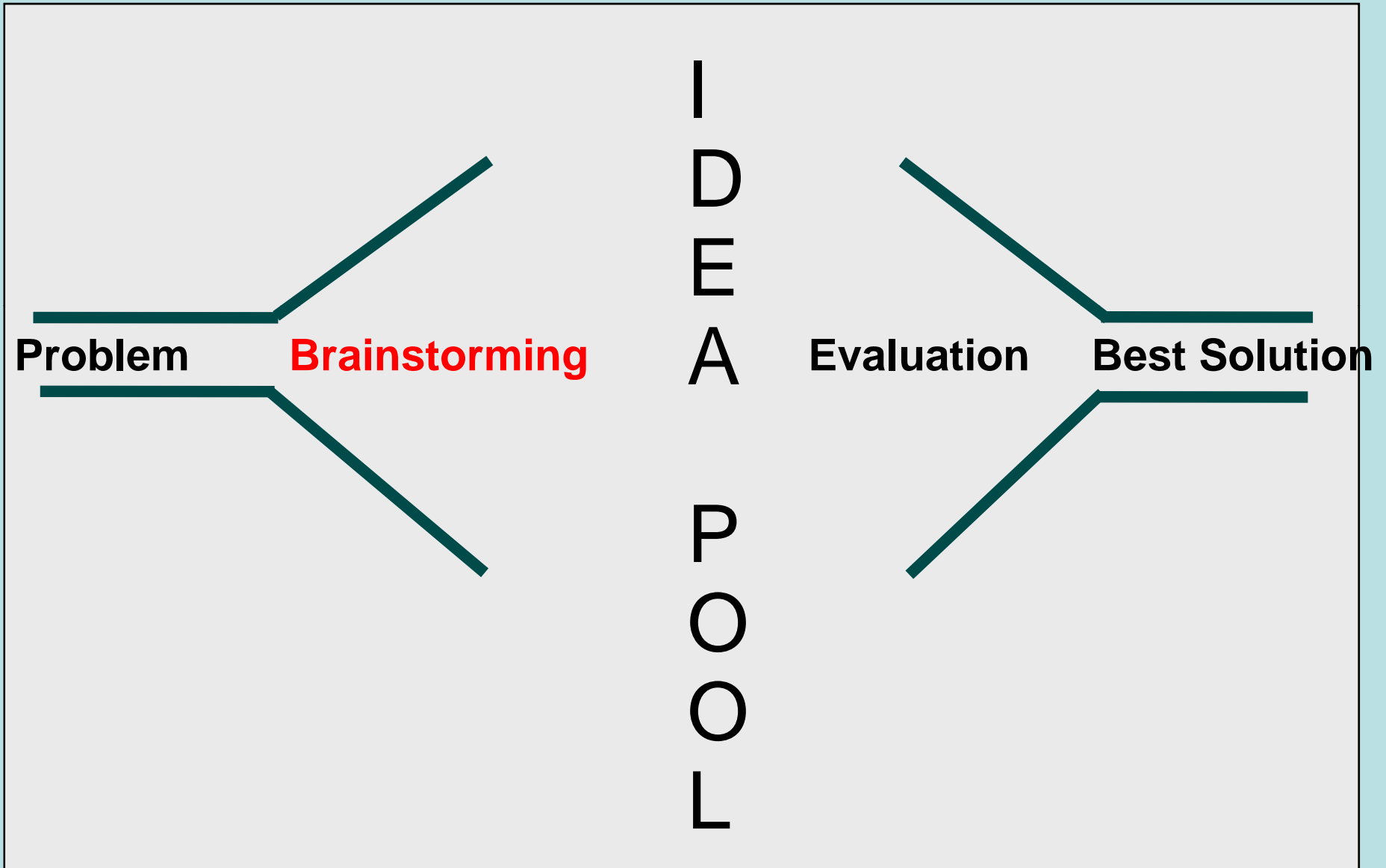
Types of Written Proposals

- **Government Permits**
 - Used to obtain government approval for proceeding with a construction project.
 - Need to find which federal, state or local authority will grant the project permit.
 - Typically the authority will have a form or specific proposal format which needs to be followed. It is critical to comply with all parts of the format and content in order to get a timely approval.

CREATIVE PROBLEM SOLVING

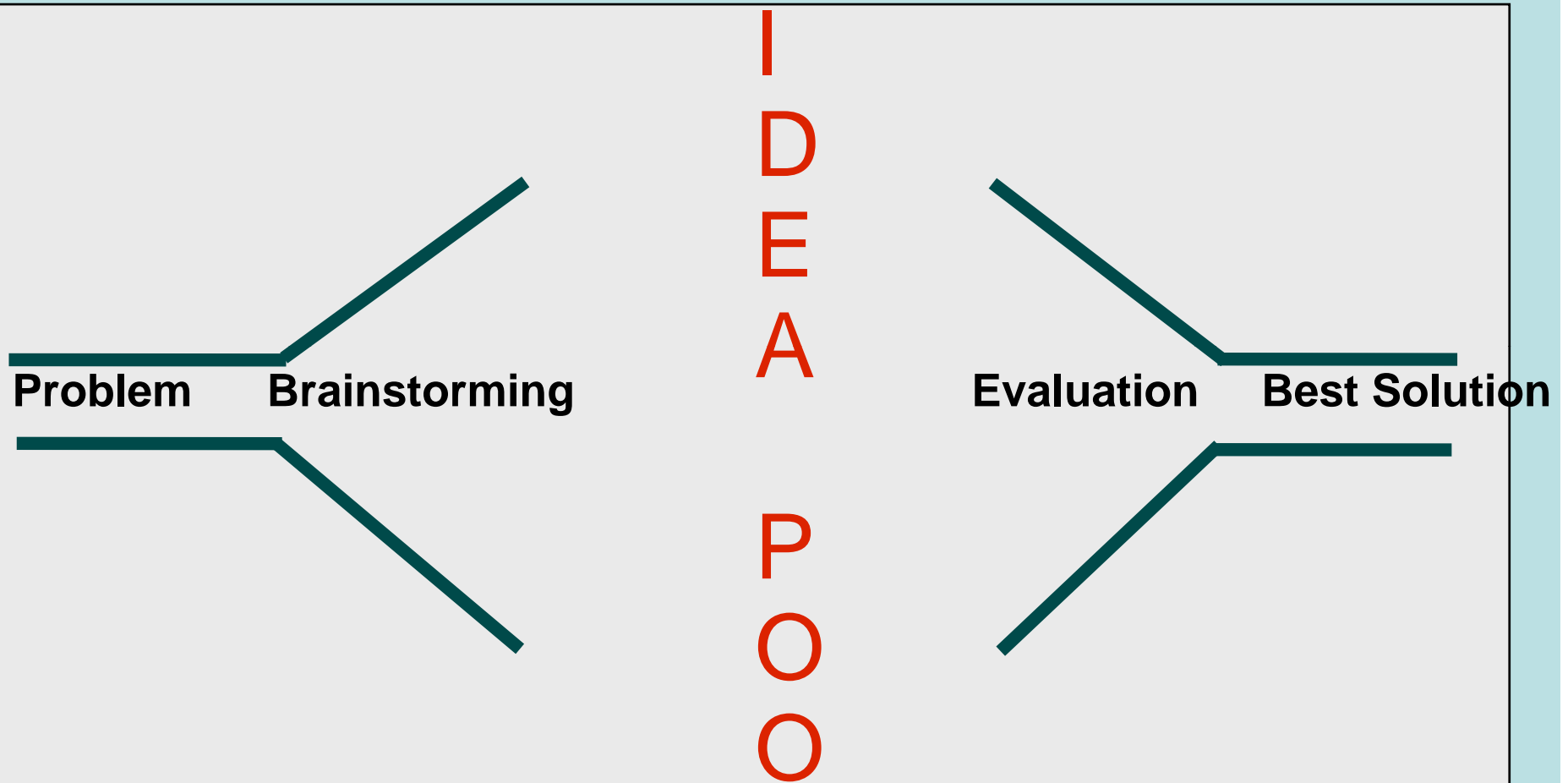


CREATIVE PROBLEM SOLVING



Creative Problem Solving

Fill the Pool – Anything Goes



"What will make your design better than what's currently 'out there'?"

Individually ...

- Each team member needs to generate two ideas for a Human Powered Vehicle

"What will make your design better than what's currently 'out there'?"

- Sketch or describe your concept on a piece of paper
- (Idea Pool should have at least 8 ideas)

As a Team ...

- Share your ideas with your team --- make sure you hear & see all of them
- Each team member adds another IDEA to the pool --- Hitchhiking is encouraged
- (Pool should now have at least 12 ideas).

As a team ...

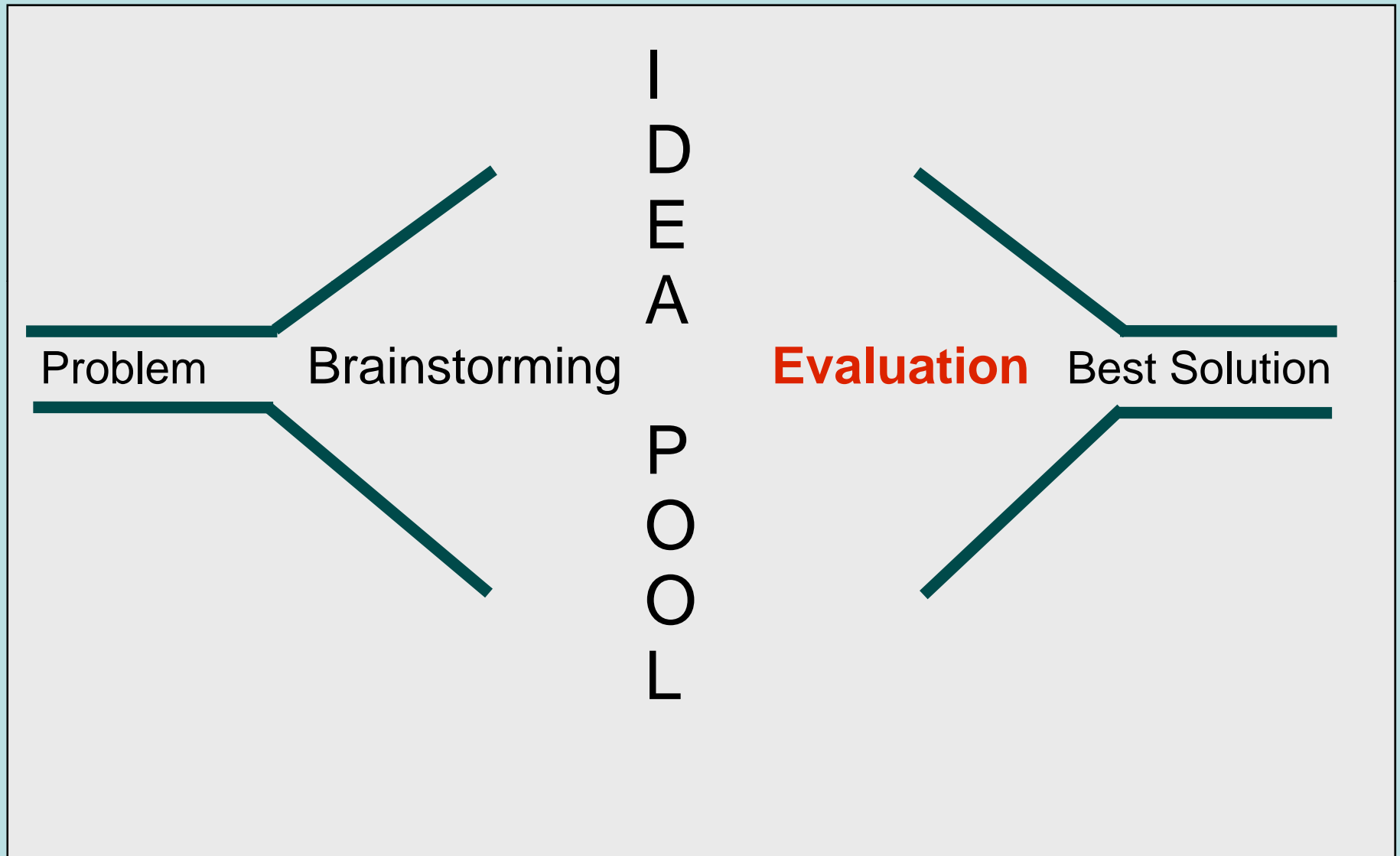
- Generate five more ideas as a team based on how you complete the phase

"Wouldn't it be nice if ... "

- (You should now have at least 17 ideas in your pool.)

Creative Problem Solving

Switching gears --- now we get critical



As a Team ...

- On a sheet of paper, list your Evaluation Criteria
- Determine which are the most important and which are the least important (rank each criteria or put High, Low, etc next to each criteria)

As a Team ...

- Discuss each idea and place it on the evaluation chart (next slide)

Evaluation Chart

