

Cleveland State University
Levin College of Urban Affairs
Department of Urban Studies
Fall Semester 2002
Saturdays 9:00a.m. to 5:00p.m.

Course Syllabus
Proposal Writing and Program Evaluation
UST 410 sec 480

Class Dates: August 24, September 7 (Report to Julie Rittenhouse's Class, Grant Writing 510), September 14, September 21, October 5, November 2, November 16, November 23
Class Presentations: November 23
Place: Urban Affairs Building, Room 108 (main floor) 1717 Euclid Avenue
Instructor: Gina Weisblat, Adjunct Faculty
E-mail address- Boo500@aol.com, Phone 216-229-5614

GRADING

A = 90-100
B = 80-89
C = 70-79
D = 60-69
F = 0-59

Late work will receive a lower grade for each day it is late.

UNIVERSITY POLICIES

Refer to the CSU Undergraduate Bulletin for policies and procedures for add/drop and withdrawal, grading (including incomplete), and other questions.

PHYSICALLY CHALLENGED

It is important that students with handicaps requiring special accommodations identify themselves to the instructor immediately so that we can seek appropriate arrangements.

STUDENTS WITH SPECIAL NEEDS

Persons anticipating needing special accommodations to take exams or complete assignments must identify themselves to the instructor by the end of the second week of classes. These include accommodations for physical handicaps, learning disabilities, and English as a second language.

Course Description

This course will focus on the elements and processes of program planning, proposal writing and program evaluation. The rationale for this course is the organizational concern for planning, funding and accountability. Urban planners, public and nonprofit administrators are expected to identify and solve problems and to think and act strategically. In addition, planners and managers must possess the skills necessary to obtain funding and to determine the impact of a particular program and/or policy. Students will gain experience and skills through the development and writing of a proposal.

Course Objectives

By the conclusion of this course, students will be able to:

Understand the program planning process

Develop a project/program plan

Understand and apply research principles and methods to needs assessment and program evaluation

Design an evaluation plan

Relate major trends and issues in public and nonprofit funding to the allocation decisions of government, corporate and foundation donors

Identify and understand key components and practical steps for proposal preparation

Demonstrate the skills to research plan and write a proposal

Demonstrate familiarity with social, political and institutional change in the urban environment

Course Methods

This course will be taught in a seminar format. Class sessions will consist of assigned readings, lectures, guest presentations and group exercises.

Students are expected to attend class and participate in class discussions and exercises.

Grading

Grades will be assigned on the basis of the following percentages:

Proposal and Presentation: 50%, Funding Chart: 20%

Grants Notebook: 30%

Students should refer to the CSU bulletin for procedures for

drop-add, withdrawal, S/U grading and incomplete.

Class Materials

The following assigned manuals have been ordered and are available thorough the Cleveland State University Bookstore. Supplemental handouts will be distributed in class.

Hall, Mary, **Getting Funded: A Complete Guide to Proposal Writing**
Kiritz, Norton, **Program Planning and Proposal Writing**

Foundation Center Assignment

Go to the Foundation Center Web-Site and complete the following steps, with print-outs of each to verify your work.

- 1) Look up in the learning lab the glossary and read it.
- 2) Look up the short course on proposal writing and read it
- 3) Go to the frequently asked questions and find answers to all six questions in the Foundation Center section, and to the first three questions under Funding Resources
- 4) Find 5 local Foundations and print up general information (funding guidelines, mission, what they fund) (i.e. Cleveland Foundation)
- 5) Find the 25 largest Northeast Ohio Grant Makers (This is a list)

Grants Notebook Assignment

You will be creating a grants notebook over the course of the semester. The notebook will need a table of contents, cover page, and to have tabs identifying the following sections with class handouts and other materials sorted as such:

- a) Class Work
- b) Class Notes
- c) Guest Speakers
- d) Sample Grants
- e) Grants Chart
- f) Cover Letter
- g) LOI
- h) Program Planning
- i) Problem Statement and Needs Assessment
- j) Goals and Objectives
- k) Methods
- l) Evaluation
- m) Future Funding
- n) Budget

o) Foundation Center Assignment

Funding Charts

Students will collect information on ten foundations. The information will then be compiled in a chart. Please see format example below. If you are unable to find the information needed, call the foundation. If you are still unsuccessful, please let me know. The charts will more then likely, fill two to three pages. Please, label each page with appropriate headings. We will discuss in class what each topic means and what the expectations are for each box.

| Foundation Name/Address | Mission | Type of Funding | Will Not Fund | Application Process | Funding Cycle | Special Instructions | Number of Proposals | Highs and Lows | Geographic Location |
|---|---------|-----------------|---------------|---------------------|---------------|----------------------|---------------------|----------------|---------------------|
| Cleveland Foundation (give address and phone/fax/E-mail) | | | | | | | | | |
| Nord Family Foundation(give address and phone/fax/E-mail) | | | | | | | | | |

Grant Proposal Assignment

All students will be expected to write a proposal for class. The proposal will be turned in with the following sections:

- 1) Cover Letter
- 2) Summary/Abstract
- 3) Introduction
- 4) Problem Statement or Needs Assessment
- 5) Goals and Objectives
- 6) Methods
- 7) Evaluation
- 8) Future or Other Necessary Funding
- 9) Budget/Budget Justification
- 10) Appendix

Each proposal must also include the guidelines for the foundation to which students are applying.

*Proposal may vary from this outline, if approved in advance by class instructor. This might occur, for example, if foundation guidelines require a specific format.

Presentations

All students are expected to do a final class presentation, no more than ten minutes in length. The presentation will include:

1. Project Description, Goal and Objectives, and Budget
2. Good organization
3. All presentations must be done in power point (help can be obtained in the computer lab)

DUE DATES

All assignments are due the last day of class, EXCEPT, the funding chart. This is due, the second last class.

*****Students are encouraged to work in groups of two to four people for the grant proposal and presentation.**

GRADE DETERMINATION

Funding Charts (20% of grade)

| | |
|-------------------------------|------------------------|
| No heading | Loss of one-half grade |
| Missing pieces of information | |
| 1-2 | A- |
| 3-5 | B+ |
| 6-8 | B- |
| 9-11 | C+ |
| 12-14 | C |
| 15-17 | C- |
| 18-20 | D+ |
| 21-23 | D |
| 24-26 | D- |

All blatant errors and misinformation will lead to loss of a half or full grade as well

Proposal Grading (40% of grade)

1. Follow format requested by grantor or class 10 pts
2. Nice presentation form 5 pts
3. Sections (# will vary based on grant requirements) 50 pts
4. Budget 15 pts
5. Cover letter 10 pts
6. Appropriate attachments 10 pts

Grants Notebook Part A (20% of grade)

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|----|--|------------|
| 1. | Book appearance | 10 pts |
| 2. | Contents of book | 6 pts each |
| · | Class Work | |
| · | Class Notes | |
| · | Guest Speakers | |
| · | Sample Grants | |
| · | Grants Chart | |
| · | Cover Letter | |
| · | LOI | |
| · | Program Planning | |
| · | Problem Statement and Needs Assessment | |
| · | Goals and Objectives | |
| · | Methods | |
| · | Evaluation | |
| · | Future Funding | |
| · | Budget | |
| · | Foundation Information | |

Grants Notebook (Foundation Center Assignment) Part B (10% of grade)

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|----|------------------------------------|--------|
| 1. | Glossary | 20 pts |
| 2. | Short course proposal | 20 pts |
| 3. | Frequently asked questions | 20 pts |
| 4. | Five local foundations/information | 20 pts |
| 5. | List of 25 largest grant makers | 20 pts |

Grant Presentation (10% of grade)

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|----|------------------------|--------|
| 4. | Project description | 25 pts |
| 5. | Goal and objectives | 25 pts |
| 6. | Budget | 25 pts |
| 7. | Organization and order | 25 pts |