

Cleveland State University
Maxine Goodman Levin College of Urban Affairs
Fall 2009

Course Syllabus

Proposal Writing & Program Development
UST/NAD 410 - Section 50, 4 credit hours
NAL/PAD/PDD/UST 510 - Section 50, 4 credit hours

Meeting Time: Wednesday, 6:00 p.m. - 9:50 p.m.
Location: Urban Affairs Building, UR 247

Instructor: Julie Rittenhouse
Phone: Urban Studies office - 216-687-2136
Office Hours: By appointment or before or after class
Email address: j.rittenhouse@csuohio.edu

Course Description

This is an upper-level undergraduate and graduate course that will focus on the content and structure of program planning and development, sources of funding, 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 an increasingly competitive environment. 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 in program design, research and through the independent development and writing of a proposal.

Course Objectives

By the conclusion of the course, the student will:

- 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, foundation and individual donors
- Identify and understand key components and practical steps for proposal preparation
- Demonstrate the skills to plan, research and write a proposal
- Demonstrate familiarity with social, political and institutional change in the urban environment.

Course Methods

The course consists of assigned readings, lectures, guest speakers, individual and group exercises, The Foundation Center training, student presentations, class participation and written assignments.

Course Materials

The following assigned texts can be purchased at the Cleveland State University Bookstore. Supplemental handouts will be distributed in class.

Collins, Jim, **Good to Great and the Social Sectors**, 2005.
(A Monograph to Accompany Good to Great)

Clarke, Cheryl A., **Storytelling for Grantseekers, A Guide to Creative Nonprofit Fundraising**, 2009.

The Foundation Center's **Guide to Winning Proposals**, 2008.

The Foundation Center - Visit

Students are required to attend the September 2 training session (Introduction to Foundation Directory) at the Foundation Center and tour the library. Additionally, students are required to attend the free *Grantseeking Basics* training offered on September 12 (1:00 p.m. Cleveland Public Library (downtown) or participate in the free *Grantseeking Basics* Webinar. Other free training sessions offered by The Foundation Center are optional.

The Foundation Center
Hanna Building, 1422 Euclid Avenue, Suite 1600, Cleveland.
Phone: 216-861-1934. Website: <http://.foundationcenter.org/cleveland/calendar>

Attendance and Class Participation

Attendance is expected at all class sessions. Students are expected to complete readings assigned for each topic before the class session and actively participate in class discussions and group exercises.

Assignment 1

As a grantseeker how do you frame your story?

What evidence exists that is supportive or not?

Why did you choose the supporting evidence that you did?

Can you approach the issue/problem in a different way?

The above questions are posed in this assignment. Students will craft a compelling story that demonstrates knowledge of the organization and need for funding using the concepts in the book, *Storytelling for Grantseekers - A Guide to Creative Nonprofit Fundraising* and show why this is relevant to planning, researching and writing a successful grant proposal. Five pages (max.) paper.

Assignment 2

Identifying the Funding Source - Part 1 (Charts) and Letter of Inquiry- Part 2 (2-3 pages)

Based on lectures, assigned readings, The Foundation Center training, students will identify potential funders for their proposal idea and answer a series of questions that will inform the research process and help determine a "strong match" with funders or donors. A Letter of Inquiry (LOI) is an initial step in approaching a foundation or corporation for a grant. Developing the LOI is excellent preparation for writing the proposal. A LOI should be brief, clear and interesting.

Final Assignment - the Proposal

You have chosen a nonprofit organization or a public entity to be the applicant in submitting a grant request to a government agency, foundation or a corporation.

You have conducted research and identified possible funding sources in Assignment 2 and prepared a Letter of Inquiry (LOI). Class lectures, group exercises and assignments are the building blocks for writing the proposal (approx. 8-10 pages). All elements of a comprehensive proposal are covered in assigned texts and supplemental readings. Each student will make a brief presentation about his/her completed proposal.

Course Requirements for Grading

Grades will be assigned on the following percentages:

		Due Date:
Assignment 1	20%	September 30
Assignment 2	20%	October 21
Student Presentation	10%	December 2
Final Assignment	35%	TBD
Attendance and Class Participation	15%	

Basis for Grading of Assignments

Presentation (composition, clarity, grammar, syntax, spelling)

Form (structure, arrangement, format)

Content – quality and quantity of research

Depth and scope of analysis

Clarity of argument

Coverage of topic

Demonstrated understanding and incorporation of course concepts

Written communication is critical to planning and nonprofit practice. Grades for written work will be made on the basis of logical argument, organization, correct use of English language and grammar, timeliness and fulfillment of assignment requirements. Late assignments will not be accepted without prior approval of the instructor.

A grade of incomplete will only be given when a student cannot complete course requirements because of a serious illness or crisis (as judged by the instructor), either of the student's or in his or her immediate family. Please remember that both "incomplete" or "X" grades will turn into "F" if the work is not completed.

General Education Requirements

This course fulfills **Skill Intensive Area** requirements in ***Writing Across the Curriculum (WAC)***. In order to receive a "C" or better in the course, students must write at a satisfactory skill level (C or better). For assistance or online tutorials, refer to the CSU Writing Center (www.csuohio.edu/writing center).

Academic Misconduct

Plagiarism (copying others work in any form without proper reference and citation), cheating or any other form of academic misconduct is strictly prohibited and will not be tolerated. Consequences for academic misconduct are based on university regulations and are grounds for the grade of "F" for the course. Please refer to the Student Handbook for further information (www.csuohio.edu/studentlife/conduct/acadregs.html).

Students with Special Needs

Any student who feels he or she may need an accommodation based on the impact of a disability should contact the Office of Disability Services at 216-687-2015. The Office is located in UC 304. Accommodations need to be requested in advance and will not be granted retroactively. Persons needing special accommodations to take exams or complete assignments must identify themselves to the instructor. This includes accommodations for physical handicaps, learning disabilities and English as a Second Language.

University Policies

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

Course Schedule and Reading Assignments (subject to modification)**Week 1: August 26**

Class Orientation and Discussion of course content
Proposal Idea

Week 2: September 2

Assessing Organizational Capability

The Foundation Center - Training and Tour

6:30 p.m. - 8:00 p.m.

Read:

Guide to Winning Proposals - Foreword, Introduction and Chapter 7
Storytelling for Grantseekers - Chapters 1 and 2

Week 3: September 9

Model for Proposal Development

Read:

Guide to Winning Proposals - Chapter 3
Storytelling for Grantseekers - Chapter 3

Week 4: September 16

Telling Your Story

Read:

Guide to Winning Proposals - Chapters 4 and 5
Storytelling for Grantseekers - Chapter 12

Week 5: September 23 (No class - The Foundation Center training)

Learning Where to Look - Funding Sources

Read:

Guide to Winning Proposals - Chapter 11
Good to Great and the Social Sectors Monograph

Week 6: September 30 (Due: Assignment 1)

Introduction or Capacity Statement

Read:

Guide to Winning Proposals - Chapters 1 and 2
Storytelling for Grantseekers - Chapter 4

Week 7: October 7

Purpose and/or Statement of Need

Read:

Storytelling for Grantseekers - Chapter 5

Week 8: October 14

Purpose and/or Statement of Need continued

Read:

Guide to Winning Proposals - Chapter 9

Week 9: October 21 (Due: Assignment 2)

Goals, Objectives and Outcomes

Read:

Storytelling for Grantseekers - Chapter 6

Week 10: October 28

Methodology, including Personnel

Read:

Guide to Winning Proposals - Chapter 8

Week 11: November 4

Evaluation

Read:

Guide to Winning Proposals - Chapter 6

Storytelling for Grantseekers - Chapter 7

Week 12: November 11

Budget

Read:

Guide to Winning Proposals - Chapter 13

Storytelling for Grantseekers - Chapter 8

Week 13: November 18

Future Funding or Sustainability Plan

Week 14: November 25

Cover Letter, Summary, Forms, Attachments

Read:

Guide to Winning Proposals - Chapter 12

Storytelling for Grantseekers - Chapter 9, 10 and 11

Week 15: December 2

Student Presentations

Final Assignment - Due Date to be determined by class.

Useful Web Sites:

- Federal government
www.grants.gov
- Federal Register
www.ed.gov/legislation/FedRegister/index.html
- School Grants
www.schoolgrants.org
- The Council on Foundations
<http://www.cof.org>
- The Foundation Center
www.fdncenter.org
- The Grantsmanship Center
<http://www.tgci.com>
- The Chronicle of Philanthropy
<http://www.philanthropy.com/>