

Cleveland State University
Maxine Goodman Levin College of Urban Affairs
Department of Urban Studies

Spring Semester, 2004

Course Syllabus

UST/USA 410 Proposal Writing and Program Development

Class Times: Tuesdays/Thursdays, 1:00-2:50 pm, January 20-May 6, 2004

Instructor: Dr. Michael Wells, 216.687.2106, wells@urban.csuohio.edu, Urban College, Room 216.

Course Description: Examination of the structure and content of proposals, sources of funding, foundation decision-making, program evaluation, and social/institutional change in the urban environments; independent preparation of proposals and application of evaluation procedures. This is a Writing Across the Curriculum course (see below).

Course Objectives:

- *Understand the program planning process;
- *Develop an appreciation for the vocabulary of program development and grant writing;
- *Assess needs and evaluate programs;
- *Research and write a program description;
- *Research, plan, and write a grant proposal;
- *Describe how issues and trends impact public and nonprofit funding;
- *Become familiar with social, political, and institutional change in the urban environment.

Methods: This will be a field-based course, requiring you to interact with an agency and funding source of your selection in order to research and write a program description and grant proposal. Guest speakers, assigned text reading, writing exercises, library research, and tests will also be employed.

Attendance: Expected and noted for final grade determination.

Writing Across the Curriculum Requirements:

- *You will write a **minimum** of 2000 words;
- *This writing will be in at least 2 separate assignments or drafts. I will give you feedback on your drafts in individual conferences as indicated on the syllabus class calendar. This feedback will include your overall approach to your assignment including research, organization, and the mechanics of writing;
- *In order to receive a "C" or better in this course, you must write at a "C" skill level. If your writing is weak, but you show an understanding of the course material, you may receive at least a "C" grade, in which case you will not receive WAC credit for the course.

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Assignments and Grades:

Resume preparation and presentation: 5 percent;
Preliminary program description preparation: 5 percent;
First draft program description: 15 percent;
First draft funding source research report: 10 percent;
Final draft program description: 15 percent;
Final draft funding source research report: 10 percent;
Preliminary grant proposal preparation: 10 percent;
First draft grant proposal: 15 percent;
Final draft grant proposal: 15 percent.

At designated times in the course syllabus, I will review your progress in all the writing assignments. These will be individual sessions during class time.

Texts

Hall, Mary. *Getting Funded: A Complete Guide to Proposal Writing*, Third or Fourth Edition, Continuing Education Publications, Portland State University, Portland, OR., 1988 or 2003.

Kiritz, Norton J. *Program Planning and Proposal Writing: Expanded Version*, TGCI Training Programs, Los Angeles, CA., 1980.

Writing

Writing in some form is required for most employment, and it is becoming more important in our post-modern information age. This course will allow you to exercise your writing skills and overcome writing fears, learn the elements of good writing, and write for different audiences. We will emphasize plain, clear, concise, accurate English.

Your writing will be evaluated on two levels: Organization and Mechanics.

Organization: Is your work organized (e.g. chronological, departmental, first to last, most important to least important or vice versa). Do you have a theme? Is it developed and supported by your research? Do you have a clear introduction and conclusion? Is your writing concrete and vivid? What graphics have you employed to make the writing easy to read?

Mechanics: Is your punctuation, grammar, and spelling correct. Have you used paragraphs effectively? Is your writing active rather than passive? **PROOFREAD!**

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Housekeeping

Physically Challenged: Let me know if appropriate arrangement need to be made.

Snow and Other Emergencies: Use radio or television to learn if the University is closed.

All assignment s are due on time and will be penalized a letter grade for every class day they are late

Class Calendar

January 20 Course Introduction

January 22 Speaker: Dr. Wendy Kellogg, Levin College

January 27 Work with your agency

January 29 Resume consultation (A-M)

February 3 Resume consultation (N-Z)

February 5 Resumes due; Speaker: John Grayson, Rock and Roll Hall of Fame

February 10 Work with your agency

February 12 Preliminary program description preparation consultation (A-M)

February 17 Preliminary program description preparation consultation (N-Z)

February 19 First draft program description consultation (A-M)

February 24 First draft program description consultation (N-Z)

February 26 First draft program description due; Speaker: Mark Brauer and Ward Palotta, Lutheran Metropolitan Ministries

March 2 Program description drafts returned; class discussion

March 4 Work on final draft program description

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Course Calendar Continued

March 9 Final drafts program description due. Foundation Center Library, Hanna Building

March 11 Work on funding source research report

March 16 Spring Recess

March 18 Spring Recess

March 23 Funding source research report consultation (A-M)

March 25 Funding source research report consultation (N-Z)

March 30 First draft funding research report due; Speaker: Steven Minter, Levin College Executive in Residence, former chief executive of the Cleveland Foundation

April 1 Funding research report drafts returned; class discussion

April 6 Final drafts funding research reports due; Speaker: Dr. John Holm, CSU Office of International Services and Programs

April 8 Work on preliminary grant proposal presentations

April 13 Preliminary grant proposal consultation (A-M)

April 15 Preliminary grant proposal presentation (N-Z)

April 20 Work on first draft grant proposal

April 22 First draft grant proposal consultation (A-M)

April 27 First draft grant proposal consultation (N-Z)

April 29 First drafts grant proposal due

May 4 First draft grant proposal returned; class discussion

May 6 Final draft grant proposals due

Writing Assignments Definitions

Resume

Your review of a program description will concern, in part, program development. A professionally developed resume is part of your personal program developed. It can also help you gain entry into the agency you have selected to work with this semester. During our resume consultations you need to bring an outline or draft of your resume. We can then work on this together. Class handouts will help you understand resume writing. There are also many, many hard copy and online self-help guides to resume writing.

Preliminary Program Description and Preliminary Grant Proposal Preparation

In these in-class sessions you will bring in your research notes, writing ideas, outlines, or any other material you are using to finish these two assignments. We will explore them together. Note that you earn points for these sessions. The more you bring to these sessions in terms of items and thoughtfulness, the more points you will earn.

Program Description

You will develop this in connection with a social service or economic development agency in NE Ohio. You must negotiate your way into the agency in order to complete the research necessary to write at least a 750-word program description of the agency. Your research should identify an area where the agency is seeking funding, because your grant proposal must focus on this funding opportunity. Our first draft consultations are a chance for you to discuss what shape your program description is taking. Obviously, the more complete the draft is, the more both of us will benefit from the discussion. I also would not write this program description without background information about the context in which your selected agency works. Annual reports and discussions with agency personnel can help with this.

Funding Source Research Report

You cannot write a grant proposal without research without researching where to look for the money. We have a national Foundation Library practically across the street to help you with this. You can also make appointments to speak with the many foundations in NE Ohio. Your minimum 500-word research report must include the funding agency's proposal guidelines as an appendice.

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Grant Proposal

You are now familiar with your agency and a potential funding institution. Using the institutions guidelines, you now put together a grant proposal. Your minimum 750-word proposal must include all the items the potential funder is looking for in a proposal. Of course, a budget is a must.

Grading System

The final grade is determined in the following way:

The assignments will receive an alphabetical grade. At the end of the semester the alpha grades are converted to numerical scores using the table below:

A+ 12, A 11, A- 10, B+ 9, B 8, B- 7, C+ 6, C 5, C- 4, D+ 3, D 2, D- 1

The percentage of a grade for an assignment is multiplied by its point value. The products of these multiplications are then added together, and the total of this addition is then matched against the table at left to determine the final grade.

WebCT

We will use WebCT courseware in the course as our communication platform.