

CLEVELAND STATE UNIVERSITY
LEVIN COLLEGE OF URBAN AFFAIRS
DEPARTMENT OF URBAN STUDIES

SUMMER, 2004

UST/PAD 410/510
Proposal Writing and Program Development

CLASS MEETING TIME; Monday, Wednesday, 6:00 – 9:00 pm

DATES: May 24 to July 14, 2003

PLACE: Urban Affairs Building, Room 106

INSTRUCTOR: Dr. Virginia Benson, Associate Professor

OFFICE HOURS: 5:00 pm – 6:00 pm Mon. – Thurs. or by appointment

OFFICE PHONE: (216) 687-2164

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COURSE DESCRIPTION

This course will focus on proposal writing for the purposes of public sector, private sector and nonprofit sector programs. Organizational development will be emphasized as a critical rationale for seeking grant funding from government, foundations and other sources of project support. Identification of problems, strategies for problem solving as well as barriers to overcome in organizational strategies will be addressed in this course. Representatives of various entities will be invited to bring their expertise to bear upon those issues and class discussion will revolve around contemporary situations. Proposal writing will develop the student's skills in clarification and written expression of logical arguments for economic support or contract awards.

COURSE OBJECTIVES

Students in this course will be expected to:

- 1) Identify and define significant issues or problems
- 2) Assess the appropriate resources for addressing these issues or problems
- 3) Plan programs to address these issues or problems
- 4) Write persuasive grant proposals to seek support for such programs
- 5) Make public presentations to demonstrate convincing arguments for proposal support

This is an eight-week summer semester course session so the work is fairly intensive and must be carried out within the time frame. If problems arise, see the instructor.

COURSE METHODS

This course will involve lectures by the principal instructor, class discussions, reading assignments in the text as well as handouts and presentations by guest speakers. However, the main focus of the course is the experience of preparation of a grant proposal that will fulfill the requirements of a granting institution. Therefore, each meeting of the class will allow for individual assistance with the grant proposal. Class members will be expected to make visits to the Foundation Center as well as to the organization for whom they are preparing their proposals.

Consistent attendance and class participation are expected and will be part of the grade for the course.

GRADING

Students will be evaluated on a midterm exam (25%), their assigned written proposal (40%), their final presentations to the class (25%) and class participation (10%).

Students should refer to the CSU bulletin for procedures for drop-add, withdrawal, S/U grading and incompletes.

WRITING ACROSS THE CURRICULUM REQUIREMENT

Since this course fulfills CSUs “ Writing Across the Curriculum Requirement” the student will be expected to write a minimum of 2000 words. This writing will occur in separate drafts which will be evaluated by the instructor and returned to the student for correction and improvement. In order to receive the WAC credit, a C or better in this course, you must pass the course at a C level.

READINGS

The text for this course is: Getting Started: A Complete Guide to Proposal Writing by Mary Hall. Published by Continuing Education, 3rd Edition, 1988 or 4th Edition, 2003. Other materials may be handed out during the course.

Optional Readings for those who wish to pursue these topics are available from Amazon.com on the topics of “Proposal Writing” and “Program Development.”

COURSE OUTLINE

Week One – Introduction to the course, outline of potential projects and selection of assignments.

Class 2 – Lecture, Discussion of text assignment.

Week Two – Lecture on Cleveland nonprofit organizations: How to Structure a nonprofit Organization

Class 4 - Guest Speaker tba
Assigned readings from the text or other handouts.

Week Three – Lecture on Cleveland local government

Class 6 - Guest Speaker tba
Assigned readings from the text, other handouts

Week Four – Lecture on Cleveland private sector organizations (an A & E firm)

Class 8 - Guest Speaker, tba
Assigned readings from text, other handouts

Week Five – Lecture

Class 10 - Midterm Essay Exam

Week Six – Lecture

Class 12 - Midterm Exam returned and discussed
Individual Meetings

Week Seven – Final preparations for class presentations

Class 14 - Individual Meetings

Week Eight – Class presentations, All students are expect to attend all presentations

FINAL PROPOSAL

The final proposal should be complete, well-conceived and well-written. It should include a detailed description of the organization applying for the grant, a detailed description of the proposed project, a clearly-defined budget request and all the added materials that are discussed throughout the duration of the class. Incomplete work will not be accepted without an extremely important reason and unless previous arrangements have been made with the instructor.

PRESENTATIONS

The organization for whom your proposal is addressed should be described and the foundation or other grantor should be identified. You may read from your proposal but it is suggested that you use some graphic illustrations of your ideas...if you wish to use Power Point, please make arrangements with the College computing staff.

Final papers to be handed in at this time.

OPTIONAL READING LIST

Gary Blake. The Elements of Business Writing
Beverly Browning. Grant Writing for Dummies.
Lynn E. Miner and Jeremy T. Miner. Proposal Planning and Writing: Third Edition
Janis F. Chan, et. al. How to Write Reports and Proposals
Larissa Golden Brown and Martin John Brown. Demystifying Grant Seeking
Gary Blake and Robert W. Bly. The Elements of Business Writing
Mim Carlson. Winning Grants: Step By Step
Michael Asner. Request for Proposal Handbook.
Thomas Ogden and Israel Goldberg. Research Proposals: A Guide to Success.
Tom Sant. Proposals: Writing to Win Customers, Clients and Contracts
Beverly Browning. How to Become a Grant Writing Consultant.
Diane Hodiak. Hidden Assets: Revolutionize Your Development Program with a Volunteer-Driven Approach
Rhea Kish and Robert Vinter. Budgeting for Not-for-Profit Organizations: Program and Resource Development