

# TECM 4100: Writing Proposals

## Course Information

---

<b>Instructor:</b>	Dr. Vince Robles
<b>Office Hours:</b>	5-6 pm Tuesday/Thursday or by appointment
<b>Office Location:</b>	Language Building 407K
<b>E-mail Address:</b>	vincent.robles@unt.edu
<b>Meeting Time:</b>	Tuesday/Thursday, 3:30–4:50 p.m.
<b>Meeting Place:</b>	Auditorium Building 313

## Description

---

Writing Proposals is an advanced study of technical writing that provides students with a foundation in grant seeking and persuasive writing. Students will learn each component of the granting process, including identifying appropriate funding streams, developing fundable themes, writing a specific work plan and budget, and understanding the grant review process. Coursework will involve readings, lecture videos, request for proposal analyses, writing and editing proposals, and workshops. By the end of the course you should be able to

- understand how grant and proposal funding is requested and given within a university and industry setting;
- locate and assess funding opportunities such as RFPs;
- write persuasive grant and proposal projects for various audiences, purposes, and rhetorical situations;
- edit grants and proposals to ensure they answer funding opportunities and persuade audiences.

## Texts

---

You have three required texts for this course:

- Freed, Richard C., Romano, Joseph d., & Freed, Shervin. *Writing Winning Business Proposals*. 3<sup>rd</sup> edition. McGraw-Hill. 2011.
- Karsh, Ellen & Fox, Arlen Sue. *The Only Grant-Writing Book You'll Ever Need*. 4<sup>th</sup> edition. Basic Books. 2014.
- Baker, William & Matthew Baker. *Writing and Speaking for Business*. 4<sup>th</sup> edition. BYU Press. 2016.
- Supplemental readings will be linked on Canvas.

## Assignments

---

The following is a list of the major assignments in this course and their grade weights:

### *Proposal Analysis, 100 points*

Read and analyze an example proposal of your choice (e.g., business plan, nonprofit grant proposal, academic grant proposal) that applies the concepts of organization and logic.

### *Grant Proposal, 600 points*

Respond to a funding opportunity that is classified by one of the types we have covered in class: grant writing in the academy, grant writing in business, or grant writing for nonprofits. Academic grants could include an application to conduct your research for your dissertation. Business proposals could include a business plan for your own micro-business, a type of small business, often unregistered, having five or fewer employees, and requiring seed capital of no more than \$35,000. Nonprofit grants could request funds for a nonprofit you care about. The components of this project are the following:

- A set of logics and themes development worksheets and logic trees (**50 points**).
- A document of your situation and objectives slots (**100 points**).
- A document of your methods slot (**100 points**).
- A document of your qualifications and benefits slots (**100 points**).
- A document with your entire grant proposal with a link or some other access to the RFPs (if applicable) (**200 points**).
- A presentation of your grant proposal, including a slide deck (**50 points**).

### *Reading Checks, 150 points*

You will complete 3 reading checks throughout the semester to check your reading and understanding of the material covered.

### *Preparation and Participation, 150 points*

**Preparation:** You are expected to read and watch materials and to complete deliverables before class meetings. **Participation:** You are required to participate thoughtfully and respectfully during class meetings by responding to discussion board and reviewing preparation work with the class.

## Grading and Evaluation

---

Major assignments will be penalized one letter grade for each day they are late (including weekend days) and will not be accepted if they are more than four days late. Corrupted or lost files do not constitute an excuse for late or unsubmitted work.

For writing and worksheet assignments, I assign ratings 1–4 for four criteria—Design (5%), Organization (30%), Content (40%), Style (20%), and Delivery (5%). The following scale demonstrates the meaning behind the 1–4 ratings:

- A (4) The document is impressive in meeting this criteria, with no or minimal error or flaw.
- B (3) The document meets this criteria, but it has some errors or flaws.
- C (2) The document meets this criteria in certain ways, but overall, it falls short of it.
- D (1) The document does not meet this criteria, though it shows potential or attempt.
- F (0) The document does not meet this criteria at all.

For reading checks, I calculate a percentage (correct items/total items). That percentage is calculated for a 50 point total (per reading check). For preparation and participation, I calculate a completion scale that follows these ratings, which are totaled for your preparation and participation grade (30 total meetings):

- A (5) The preparation and participation is complete, timely, and thoughtful.
- B (4) The preparation and participation is complete and thoughtful, but it's late.
- C (3) The preparation and participation is complete and timely, but it's not thoughtful.
- D (2) The preparation and participation is incomplete, and it might be unthoughtful and/or late.
- F (1) The preparation and participation is missing but the student was present.
- F (0) The preparation and participation is missing and the student was absent.

## Polices

---

These policies provide you with the formal regulations governing Dr. Robles' sections of TECM 4100.

### *Assignment Submission*

- Follow all assignment submission specifications: file name, file type, and submission location.
- Your assignments must be uploaded by the beginning of class on the due date unless specified otherwise.
- You may not use program templates (e.g., Word templates) to format any of your documents—these don't encourage you to learn the programs and generally result in dull, unimpressive documents. Everyone's seen these templates before!

### *Attendance*

The attendance policy is the following:

- Missing more than 3 class meetings will lower your grade. Each absence after 3 results in a half-letter grade deduction to your final grade total. Thus 5 absences can result in a one-letter grade reduction. I don't enforce this policy after the one-letter grade reduction.
- To attend **an official university function or to observe a religious holiday** does not count toward your absence total. You must present these dates to me and any accompanying documentation (for university functions) early in the semester. If your absences will be numerous and will interfere with your participation in the class, I will advise you to drop the class and enroll in it during a semester when you can attend regularly. You will, however, be allowed to take an examination or complete an assignment due during these times within a reasonable period after the absence. However, I may take appropriate action if you fail to satisfactorily complete an assignment within a reasonable time.
- If you are more than 20 minutes late to class, or if you leave 20 minutes early, you will be counted absent.
- If you have a disability that will affect your attendance, speak to the Office of Disability Accommodation (ODA) at the beginning of the semester to officially request an accommodation. I will work with the ODA to arrive at an accommodation that allows you to succeed without altering the rigor and basic requirements of the class.
- Missing during group work or on the day of a presentation means taking an F for that activity or assignment, unless it is for **an official university function or a religious holiday**, in which case we will work together to allow you to complete the requirements for these activities or assignments in a reasonable timeframe.

### *General Technology Requirements*

You are expected to be familiar with the day-to-day operation of computers including email, standard software, and Canvas. If you need to develop your computer skills, please consider consulting with the University Information Technology (<https://it.unt.edu/uit>).

- You are also expected to have regular access to computers whether it be your computer at home or the computers provided by the university.
- Ensure that the computer(s) and storage device(s) you use are functional and that you have, in the case of technological failure, backed up your data. As a student at UNT, you can back up data on OneDrive.
- All students must have a valid UNT email address. You must check your email regularly. I often use email to send class emails.

### *Acceptable Student Behavior*

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The

University's expectations for student conduct apply to all instructional forums, including University and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at <http://www.deanofstudents.unt.edu/conduct>.

### *Academic Dishonesty & Integrity*

According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University.

In this course, I will enforce a policy against plagiarizing work that is not yours. Further, I will enforce a policy against any cheating, fabrication, facilitating academic dishonesty, forgery, bribery, or sabotage. First, I will invite you to visit with me in my office to discuss the issue privately. Then I will notify and consult with the chair or assistant chair of the department of technical communication in order to discuss consequences, which could be failure of the assignment and/or consultation with the Dean of Students. Further consequences may result from consultation with the Dean of Students.

Because this is a graduate level course it is expected that plagiarism and the correct use (citation) of other's ideas (including print, digital, images, and other media) are fully understood. Contact me if you're ever confused about what constitutes academic dishonesty. Misunderstandings, miscommunication, oversights, or lack of comprehension as to what constitutes academic dishonesty is not accepted in this course.

### *Students with Disabilities*

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time; however, ODA notices of reasonable accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of reasonable accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at <http://www.unt.edu/oda>. You may also contact them by phone at 940-565-4323.

### *Sexual Discrimination, Harassment, & Assault*

UNT is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) has experienced or experiences any of these acts of aggression, please know that you are not alone. The federal Title IX law makes it clear that violence and harassment based on sex and gender are Civil Rights offenses. UNT has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, and more. (See UNT Policy 16.005). **I am a mandatory reporter of any signs or reports of sexual harassment. I cannot guarantee confidence, by law.** Visit <http://www.deanofstudents.unt.edu/sexual-misconduct> to learn about UNT's on-campus and off-campus resources to help support survivors, depending on their unique needs. Renee LeClaire McNamara is UNT's Student Advocate. She can be reached through email at [renee.mcnamara@unt.edu](mailto:renee.mcnamara@unt.edu) or by calling 940-565-2648.

### *Carrying of Concealed Handguns on Campus*

The University of North Texas is committed to providing a safe environment for students, faculty, staff, and visitors, and to respecting the right of individuals who are licensed to carry a **concealed handgun** where permitted by law. Individuals who are licensed to carry may do so on campus premises except in locations and at activities prohibited by law or by this policy. To learn, read the complete policy ([https://policy.unt.edu/sites/default/files/04.001\\_CarryingOfConcealedHandgunsOnCampus\\_2016.pdf](https://policy.unt.edu/sites/default/files/04.001_CarryingOfConcealedHandgunsOnCampus_2016.pdf)).

### *Retention of Student Records*

I maintain student records pertaining to this course in a secure location. All records such as assignments and activities submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed through the Canvas online system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their individual record; however, information about students' records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the university's policy.

### *Critical Campus Conditions*

Stay connected to university news sources. When a decision is made to close the university or if another critical incident arises, UNT will notify you by:

- sending an Eagle Alert message
- providing the information to campus telephone operators
- posting a message to the university web site
- posting a message on the UNT Facebook page
- tweeting a message from [@UNTEagleAlert](https://twitter.com/UNTEagleAlert)
- sending campus emails
- informing news media

# TECM 4100 Spring 2019 Schedule

WWBP=Writing Winning Business Proposals; OGWB=The Only Grant Writing Book; WSB=Writing and Speaking for Business; Other Readings on Canvas

Module	Week	Date	Topics	Read	Watch	Do
Course Introduction	1	1/15	<ul style="list-style-type: none"> <li>Policies, Schedule, and Canvas</li> <li>Proposals</li> </ul>	<ul style="list-style-type: none"> <li>Course Policies and Schedule</li> </ul>	<ul style="list-style-type: none"> <li>None</li> </ul>	<ul style="list-style-type: none"> <li>None</li> </ul>
	M1: The Proposal Genre and Logic		1/17	<ul style="list-style-type: none"> <li>Proposals v. Reports</li> <li>Proposal Structure</li> <li>Proposal Analysis Assignment</li> </ul>	<ul style="list-style-type: none"> <li>Freed and Roberts, p. 317–328</li> <li>WWBP Preface, Intro, Ch. 1</li> </ul>	<ul style="list-style-type: none"> <li>Proposal Types and Their Generic Structure</li> </ul>
2		1/22	<ul style="list-style-type: none"> <li>Punctuation</li> <li>Proposals v Reports</li> <li>Proposal Structure</li> </ul>	<ul style="list-style-type: none"> <li>WSB p. 260–265</li> </ul>	<ul style="list-style-type: none"> <li>None</li> </ul>	<ul style="list-style-type: none"> <li>None</li> </ul>
		1/24	<ul style="list-style-type: none"> <li>Case, Agreement, Tense</li> <li>Baseline Logic</li> </ul>	<ul style="list-style-type: none"> <li>WWBP Ch. 2</li> <li>WSB p. 265–271</li> </ul>	<ul style="list-style-type: none"> <li>The Baseline Logic</li> </ul>	<ul style="list-style-type: none"> <li>None</li> </ul>
3		1/29	<ul style="list-style-type: none"> <li>Numbers and Capitalization</li> <li>Aligning the Baseline Logic</li> </ul>	<ul style="list-style-type: none"> <li>WWBP Ch. 3</li> <li>WSB p. 271–273</li> </ul>	<ul style="list-style-type: none"> <li>Aligning the Baseline Logic</li> </ul>	<ul style="list-style-type: none"> <li>Proposal Analysis Artifact</li> </ul>
	1/31	<ul style="list-style-type: none"> <li>Business Messages</li> <li>Aligning the Baseline Logic</li> </ul>	<ul style="list-style-type: none"> <li>WSB p. 37–51, 63–64;74–80; Ch. 5</li> </ul>	<ul style="list-style-type: none"> <li>Composing and Revising Messages</li> </ul>	<ul style="list-style-type: none"> <li>Proposal Analysis Draft</li> </ul>	
M2: The Proposal Buyers and Themes	4	2/5	<ul style="list-style-type: none"> <li>Grant Proposal Organizations</li> <li>Memo Format</li> <li>Grant Proposal Assignment</li> </ul>	<ul style="list-style-type: none"> <li>OGWB, Ch. 1, 4</li> <li>WSB, p. 291–292</li> </ul>	<ul style="list-style-type: none"> <li>Grant Proposals Organizations</li> </ul>	<ul style="list-style-type: none"> <li>Proposal Analysis Draft</li> <li><b>Reading Check 1</b></li> </ul>
		2/7	<ul style="list-style-type: none"> <li>Analyzing Stakeholders</li> <li>Grant Proposal Funders</li> </ul>	<ul style="list-style-type: none"> <li>WWBP Ch. 6</li> <li>OGWB Ch. 2–3</li> </ul>	<ul style="list-style-type: none"> <li>Grant Proposal Funders</li> <li>Analyzing Stakeholders</li> </ul>	<ul style="list-style-type: none"> <li><b>Proposal Analysis Assignment</b></li> </ul>
	5	2/12	<ul style="list-style-type: none"> <li>Developing Themes</li> </ul>	<ul style="list-style-type: none"> <li>WWBP, Ch. 7</li> </ul>	<ul style="list-style-type: none"> <li>Developing Themes</li> </ul>	<ul style="list-style-type: none"> <li>None</li> </ul>
2/14		<ul style="list-style-type: none"> <li>Funder Workshop</li> </ul>	<ul style="list-style-type: none"> <li>WWBP, Appendix G</li> </ul>	<ul style="list-style-type: none"> <li>None</li> </ul>	<ul style="list-style-type: none"> <li>None</li> </ul>	
M3: The Proposal Planning	6	2/19	<ul style="list-style-type: none"> <li>Logics Worksheet Workshop</li> </ul>	<ul style="list-style-type: none"> <li>WWBP, Ch. 3</li> </ul>	<ul style="list-style-type: none"> <li>Aligning the Baseline Logic</li> </ul>	<ul style="list-style-type: none"> <li><b>Reading Check 2</b></li> </ul>
		2/21	<ul style="list-style-type: none"> <li>Themes Worksheet Workshop</li> </ul>	<ul style="list-style-type: none"> <li>WWBP, Ch. 7</li> </ul>	<ul style="list-style-type: none"> <li>Developing Themes</li> </ul>	<ul style="list-style-type: none"> <li>None</li> </ul>
	7	2/26	<ul style="list-style-type: none"> <li>Objectives Slot</li> </ul>	<ul style="list-style-type: none"> <li>WWBP, Ch. 4</li> <li>OGWB, Ch. 8</li> <li>WSB, p. 144–158</li> </ul>	<ul style="list-style-type: none"> <li>Using a Measurable-Results Orientation</li> </ul>	<ul style="list-style-type: none"> <li>Logic and Themes Development Worksheet (draft)</li> </ul>
		2/28	<ul style="list-style-type: none"> <li>Logic Trees</li> </ul>	<ul style="list-style-type: none"> <li>WWBP, Ch. 5</li> </ul>	<ul style="list-style-type: none"> <li>Developing a Methodology Tree</li> </ul>	<ul style="list-style-type: none"> <li>None</li> </ul>
M4: The Proposal Writing Process	8	3/5	<ul style="list-style-type: none"> <li>Situation Slot</li> </ul>	<ul style="list-style-type: none"> <li>WWBP, Ch. 9</li> <li>OGWB, Ch. 7</li> <li>WSB, p. 133–137</li> </ul>	<ul style="list-style-type: none"> <li>Business Plan Situation and Objectives Slots</li> <li>Grant Proposal Situation and Objectives Slots</li> </ul>	<ul style="list-style-type: none"> <li><b>Proposal Worksheets and Trees</b></li> </ul>
		3/7	<ul style="list-style-type: none"> <li>PIP</li> </ul>	<ul style="list-style-type: none"> <li>WWBP, Ch. 10</li> </ul>	<ul style="list-style-type: none"> <li>None</li> </ul>	<ul style="list-style-type: none"> <li>None</li> </ul>
	9	3/19	<ul style="list-style-type: none"> <li>Methods Slot</li> </ul>	<ul style="list-style-type: none"> <li>OGWB Ch. 9</li> </ul>	<ul style="list-style-type: none"> <li>Business Plans Methods Slot</li> <li>Grant Proposal Methods Slot</li> </ul>	<ul style="list-style-type: none"> <li>Situation and Objectives Slots (draft)</li> </ul>
		3/21	<ul style="list-style-type: none"> <li>Methods Slot</li> </ul>	<ul style="list-style-type: none"> <li>OGWB Ch. 11, 13</li> </ul>	<ul style="list-style-type: none"> <li>None</li> </ul>	<ul style="list-style-type: none"> <li><b>Situation and Objectives Slots</b></li> </ul>
M5: The Proposal Final Touches	10	3/26	<ul style="list-style-type: none"> <li>Qualifications Slot</li> </ul>	<ul style="list-style-type: none"> <li>WWBP Ch. 11</li> <li>OGWB Ch. 14</li> </ul>	<ul style="list-style-type: none"> <li>Business Plans Qualifications Slot</li> <li>Grant Proposal Qualifications Slot</li> </ul>	<ul style="list-style-type: none"> <li>None</li> </ul>
		3/28	<ul style="list-style-type: none"> <li>Workshop</li> </ul>	<ul style="list-style-type: none"> <li>None</li> </ul>	<ul style="list-style-type: none"> <li>None</li> </ul>	<ul style="list-style-type: none"> <li>Methods Slot (draft)</li> </ul>
	11	4/2	<ul style="list-style-type: none"> <li>Fees Slot</li> </ul>	<ul style="list-style-type: none"> <li>OGWB, Ch. 12</li> </ul>	<ul style="list-style-type: none"> <li>Business Plans Fees Slot</li> <li>Grant Proposal Fees Slot</li> </ul>	<ul style="list-style-type: none"> <li><b>Methods Slot</b></li> </ul>
		4/4	<ul style="list-style-type: none"> <li>Benefits Slot</li> </ul>	<ul style="list-style-type: none"> <li>WWBP Ch. 12</li> </ul>	<ul style="list-style-type: none"> <li>Business Plans Benefits Slot</li> <li>Grant Proposal Benefits Slot</li> </ul>	<ul style="list-style-type: none"> <li>None</li> </ul>
12	4/9	<ul style="list-style-type: none"> <li>Workshop</li> </ul>	<ul style="list-style-type: none"> <li>None</li> </ul>	<ul style="list-style-type: none"> <li>None</li> </ul>	<ul style="list-style-type: none"> <li>Qualifications and Benefits Slots (draft)</li> </ul>	
	4/11	<ul style="list-style-type: none"> <li>Tables and Figures</li> </ul>	<ul style="list-style-type: none"> <li>WSB, p. 64–74</li> </ul>	<ul style="list-style-type: none"> <li>None</li> </ul>	<ul style="list-style-type: none"> <li><b>Qualifications and Benefits Slots</b></li> </ul>	
13	4/16	<ul style="list-style-type: none"> <li>Writing Style</li> </ul>	<ul style="list-style-type: none"> <li>WSB, p. 274–278</li> <li>WWBP, Appendices E–F</li> <li>OGWB, Ch. 6</li> </ul>	<ul style="list-style-type: none"> <li>None</li> </ul>	<ul style="list-style-type: none"> <li><b>Reading Check 3</b></li> <li>Grant Proposal (draft)</li> </ul>	
	4/18	<ul style="list-style-type: none"> <li>Front and Back Matter</li> </ul>	<ul style="list-style-type: none"> <li>OGWB Ch. 15</li> <li>WSB, p. 294–299</li> </ul>	<ul style="list-style-type: none"> <li>None</li> </ul>	<ul style="list-style-type: none"> <li>Grant Proposal (draft)</li> </ul>	
14	4/23	<ul style="list-style-type: none"> <li>Presentation Visual Aids</li> <li>Presentations</li> </ul>	<ul style="list-style-type: none"> <li>WSB, Ch. 11–12</li> </ul>	<ul style="list-style-type: none"> <li>None</li> </ul>	<ul style="list-style-type: none"> <li>Grant Proposal (draft)</li> </ul>	
	4/25	<ul style="list-style-type: none"> <li>New Proposal Writing Process</li> <li>Guest: Jacqueline Jazo</li> </ul>	<ul style="list-style-type: none"> <li>None</li> </ul>	<ul style="list-style-type: none"> <li>None</li> </ul>	<ul style="list-style-type: none"> <li><b>Grant Proposal</b></li> </ul>	
M6: Final	15	4/30	<ul style="list-style-type: none"> <li>Nine Presentations</li> </ul>	<ul style="list-style-type: none"> <li>None</li> </ul>	<ul style="list-style-type: none"> <li>None</li> </ul>	<ul style="list-style-type: none"> <li><b>Grant Proposal Presentation</b></li> </ul>
		5/2	<ul style="list-style-type: none"> <li>Nine Presentations</li> </ul>	<ul style="list-style-type: none"> <li>None</li> </ul>	<ul style="list-style-type: none"> <li>None</li> </ul>	<ul style="list-style-type: none"> <li><b>Grant Proposal Presentation</b></li> </ul>
Final		5/7 (1:30–3:30)	<ul style="list-style-type: none"> <li>Ten Presentations</li> </ul>	<ul style="list-style-type: none"> <li>None</li> </ul>	<ul style="list-style-type: none"> <li>None</li> </ul>	<ul style="list-style-type: none"> <li><b>Grant Proposal Presentation</b></li> </ul>