

TECM 4100: Writing Grants and Proposals

Instructor: Dr. Vincent D. Robles

Day/Time: Tu/Th 2:00–3:30 p.m.

Location: Auditorium Building 313

Office: Auditorium Building 207A

Office Hours: Tu/Th 11:00 a.m.–12:30 p.m.

Email: Vincent.Robles@unt.edu

Overview

Writing Grants and 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, request for proposal analyses, writing and editing proposals, and workshops.

Learning Objectives

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 situations;
- edit grants and proposals to ensure they answer funding opportunities and persuade audiences.

Texts and Materials

You are required to have a copy of the following course materials:

- Freed, Richard C., Freed, Shervin, & Romano, Joe. *Writing Winning Business Proposals*. McGraw-Hill. 3rd edition, 2011. (ISBN: 0071742328) E-book permitted. (<http://tinyurl.com/y7g8lfmm>)
- Baker, William H. and Matthew J. Baker. *Writing and Speaking in Business*. 4th edition, 2015. (ISBN-13: 9781611650211). E-book permitted. (<http://tinyurl.com/y947dadn>)
- Course website with Blackboard Learn (<https://learn.unt.edu/>)
- Microsoft Office or Libre Office (<https://www.libreoffice.org/>)

You are advised (though not required) to have a copy of the following materials:

- Cleland, Jane C. *The Foundation Center's Guide to Proposal Writing*. 6th edition, 2012. (ISBN: 1595424040). E-book permitted. (<http://tinyurl.com/yav5wpfp>)
- Mikelonis, Victoria M., Signe T. Betsinger, Constance Kampf. *Grant Seeking in an Electronic Age*. 2004. (ISBN-13: 9780321160072)

Performance Evaluation

The following is a grade breakdown of the work you will complete this semester:

Proposal Analysis	You will write an analysis of a proposal to demonstrate your understanding of the proposal genre.	5 %
Micro-Business Plan	You will work in teams of 2 on a micro-business plan for a business of your own.	20%
Reading Quizzes	You will complete weekly quizzes based on course readings.	10%
Grant Package	You will work in teams of 2 on a grant package on behalf of a client. The package contains three major components: a report on funders (10%); a letter of intent to funders (10%) and a grant proposal (20 %). You will give a formal presentation of your package the day it is due for your participation points that day.	40%
Final Exam	You will complete a multiple-choice final exam about content in <i>Writing Winning Business Proposals</i> , 3rd ed.	10%
Preparation and Participation	You will prepare for class by completing the assigned readings and participation by demonstrating knowledge in class of those readings, asking questions about content and assignments, and completing class activities.	15%

Grading and Evaluation

Some assignments are evaluated based on your attention to errors that the instructor has placed in documents. Other assignments are evaluated based on communication, giving justified edits and comments to others. More subjective assignments that include comprehensive editing are evaluated using a rubric.

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. **You must successfully complete all major assignments to receive a passing grade at the end of the semester.**

Letter Grades and Corresponding Point Value

I assign letter grades for the course based on total points earned on the assignments. The following scale demonstrates the meaning behind letter grades:

A (4)	A manager/client would be very impressed and would remember the work when a promotion is discussed. In this course, that means work that is a pleasure to read, with excellent content, grammar, sentence structure, mechanics, and visual design. In addition, work is thorough, complete, coherent, well organized, supported sufficiently, and demonstrates a superior understanding of audience, purpose, and rationale.
B (3)	A manager/client would be satisfied with the job, but not especially impressed. This means that work is well written and well produced, and demonstrates a substantial addition to the learning process. Work is sufficiently developed, organized, and supported, and demonstrates a solid understanding of audience, purpose, and rationale.
C (2)	A manager/client would be disappointed and ask you to revise or rewrite the work before allowing clients and others to see it. In other words, the work may have clear, but underdeveloped ideas, or it might not engage or affect the reader. The work may contain some errors in grammar, mechanics, or logic.
D (1)	A manager/client would be troubled by the poor quality of work. This level of work forces the reader to work too hard to understand the main ideas. The work may contain incomplete information, have serious grammar and mechanical problems, lack clear organization, or be conceptually unclear.
F (0)	A manager/client would start looking for someone to replace you. In particular, the work fails to address the tasks of the assignment, is so underdeveloped as to demonstrate incompetence, and is mechanically and grammatically incomprehensible.

Attendance and Grades

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, 7 absences in a two-letter grade reduction, 9 in a three-letter grade reduction, and so on.
- Missing class 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 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; however, I cannot approve an indefinite number of absences or late arrivals. 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.
- Do not schedule travel that requires you to leave campus early for semester breaks.
- If you will miss class to attend **an official university function or to observe a religious holiday**, you must present the dates to me 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 or examination within a reasonable time.

- If the time of day for the class is not convenient for you, speak to your adviser immediately about rescheduling.
- 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.

Academic 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 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.

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.

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>.

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 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).

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 Blackboard 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](#)
- sending campus emails
- informing news media

Stay aware of your campus's condition. Stay safe. Help each other.

Please note that I close the door after 5 minutes of class have passed in order to keep us safe (not to embarrass latecomers).

About Your Professor: Dr. Robles

Connect with him on LinkedIn. CV available upon request.

Education

- PhD in rhetoric and professional communication, Iowa State U
- MA in technical communication, Texas Tech U
- BA in English, Wayland Baptist U

Work Experience

- 7 years teaching in higher ed
- 5 years as a freelance editor
- 2 years as a copyeditor
- 2 years as a book and manuscript reviewer
- 8 years in customer service

Research Interests

- Technical support
- Technical editing
- Technical and professional communication pedagogy

Personal Interests

- Family
- Running and walking
- Reading
- Watching television and film

Course Schedule (Spring 2017)

WWBP: Writing Winning Business Proposals, 3e | WSB: Writing and Speaking in Business, 4e | CR: Course Readings on Bb

Week	Date	Topic	Reading Due	Class Prep Due	Assignment Due
1	Jan. 16	Introduction Proposals			
	Jan. 18	Proposal Genre	WWBP Intro. & Chapter 1 CR Freed and Roberts, p. 317–328		
2	Jan. 23	Proposal Logic Sentence Structure and Punctuation	WWBP Chapter 2 WSB p. 254–265	Proposal Genre Quiz (midnight)	
	Jan. 25	Proposal Logic Case and Pronoun Agreement <i>Proposal Analysis Assigned</i>	WWBP Chapter 3 WSB p. 265–269		
3	Jan. 30	Proposal Logic Tense, Numbers, and Capitalization Proposal Analysis Workshop	WWBP Chapters 4 & 5 WSB p. 269–273	Proposal Analysis Artifact	
	Feb. 1	Proposal Logic Composing and Revising Messages Language and Length Document Formats: Memos Proposal Analysis Workshop	WSB Chapter 3 WSB Chapter 5 WSB p. 274–278 WSB p. 164–166 WSB p. 291–292	Proposal Analysis Draft Proposal Logic Quiz (midnight)	
4	Feb. 6	Proposal Psychologies Proposal Analysis Workshop	WWBP Chapter 6	Proposal Analysis Full Draft	
	Feb. 8	Proposal Psychologies Proposal Analysis Workshop	WWBP Chapter 7	Proposal Analysis Full Draft Proposal Psychologies Quiz (midnight)	
5	Feb. 13	Business Plans <i>Micro-Business Plan assigned</i>	WWBP Chapter 9 CR SBA Business Plan Format		Proposal Analysis
	Feb. 15	Business Plan Situation and Objectives Business Plan Workshop	WSB Chapter 9 CR SBA Market Research	Proposal Background Section Quiz (midnight)	
6	Feb. 20	Business Plan Methods Business Plan Workshop	WWBP Chapter 10		
	Feb. 22	Business Plan Methods Business Plan Workshop		Business Plan Logics Worksheets Business Plan Themes Development Worksheet	
7	Feb. 27	Business Plan Qualifications Business Plan Workshop	WWBP Chapters 11	Business Plan Situation and Obj. Slots Draft	
	Mar. 1	Business Plan Fees Business Plan Workshop	CR SBA Budget CR SBA Budget Example		
8	Mar. 6	Business Plan Benefits Business Plan Workshop	WWBP Chapters 12	Business Plan Situation, Obj., and Methods Slots Draft	
	Mar. 8 (no class)	Design and Format	WSB Chapter 4; p. 293–302	Proposal Qualifications and Benefits Slots Quiz (midnight)	
9	Mar. 20	Business Plan Workshop	WWBP Appendices E & F	Business Plan Full Draft	
	Mar. 22	Grant Proposals and Organizations Business Plan Workshop <i>Grant Package Assigned</i>	WWBP Review Chapters 2–5		
10	Mar. 27	Funders and Sponsors		Strategic Planning Worksheet	Micro-Business Plan
	Mar. 29	Grant Proposal Workshop	WWBP Appendix G		
11	Apr. 3	Grant Proposal Needs Statement Grant Proposal Workshop	WWBP Review Chapter 9	Report on Funders Draft	
	Apr. 5	Grant Proposal Workshop			
12	Apr. 10	Grant Proposal Project Descriptions Grant Proposal Workshop	WWBP Review Chapter 10	Grant Proposal Logics Worksheets Grant Proposal Themes Development Worksheet Grant Proposal Logic Tree Methodology	
	Apr. 12	Grant Proposal Evaluation and Dissemination Grant Proposal Workshop	CR Mikelonis, et al. Chapter 11		
13	Apr. 17	Grant Proposal Organizational Profile Grant Proposal Workshop	WWBP Review Chapter 11	Grant Proposal Situation, Obj., and Methods Slots Draft	
	Apr. 19	Grant Proposal Benefits Grant Proposal Letters of Intent Grant Proposal Workshop	WWBP Review Chapter 12		
14	Apr. 24	Grant Proposal Workshop		Grant Proposal Full Draft	
	Apr. 26	Oral Presentations and Visual Aids Grant Proposal Workshop	WSB Chapters 11 and 12		
15	May 1	Grant Proposal Presentations Grant Proposal Workshop		Grant Package Draft	
	May 3	Grant Package Presentations Grant Proposal Workshop			
Finals	May 8 (no class)	Grant Package Submission (by noon)			Grant Package
	May 10	Final Exam (1:30–3:30 p.m.; AudB 313)			