American River College

Technical Communication 320: Proposal Writing (TECCOM 320)

Course Information	Meetings	Location
# 19627 Spring 2014	Online	http://d2l.losrios.edu

Instructor: Shannon Mendez
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Office Hours: by appointment

Course Overview

This course emphasizes the writing of proposals. It includes planning, writing, and evaluating proposals, both formal and informal, solicited and unsolicited. Special attention is given to requests for proposal (RFPs) and how to respond to them. The use of workplace projects is encouraged. A collaborative project may be required.

Learning Outcomes and Objectives

Upon successful completion of this course, you will be able to:

- Analyze an RFP for client's needs.

- Evaluate potential responses to RFPs.

- Analyze types of proposals.

- Evaluate strengths and weaknesses of sample proposals.

- Compose short proposal.

- Organize and compose long proposal.

- Revise proposals based on audience feedback.

> Have a small business idea? Need to write a proposal for work? Great! You'll be writing a "boiler plate" long proposal in this course, so using a real situation is highly encouraged.

Course Materials

You will need the following skills and materials for this online course.

Recommended Skills
- Basic computer skills (word processing, e-mail, file management).
- Basic Internet skills (use of browser, searches, uploading/downloading files).
- Familiarity with discussion boards.
- Ability to resolve technical issues.
- An open mind and patience for learning new tools.

Technical Requirements
- Frequent access to a computer with a high-speed Internet connection and web browser.

Learning Management System (LMS)
- You will use Desire2Learn (D2L) for the LMS. Go to http://d2l.losrios.edu .
- If the site is down for a prolonged period, go to http://shannonmendez.com/emergency-plan/

Word Processing Program
- You will need a word processing program that will create .doc, .docx, or .pdf files.
- If you do not have a program, you can use free Google Docs or purchase MS Office with a student discount at http://www.foundationccc.org/CollegeBuys/ .
- You may also use the Computer Science Lab on campus.

Textbook
- The following textbook by the end of Week One:
  Writing Proposals (2nd Edition) by Richard Johnson-Sheehan
  ISBN-13: 978-0205583140
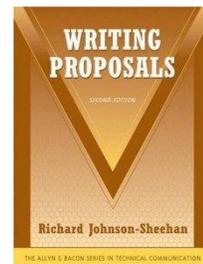
Course Organization

Each "work week" begins on Monday and ends on Friday. Be sure to check the weekly outline each Monday morning, so you can plan for your activities during the week. I often make the information available during the weekend for students who like to get ahead.

You will have some activities due on Wednesdays and some on Fridays.

Time Expectations

You should plan for 9 hours of coursework each week. (The formula for most college courses is 2 hours of outside assignments per lecture hour). Outside assignments for this course typically include research, reading, and writing. Lecture hours typically include written or video lectures, other websites, discussions, exercises (individual and collaborative), and writing projects.

Coursework

The course is organized into weekly modules. Each module contains resources and activities about one or more topics.

Resources

Resources for learning include readings and lectures.

Readings may include the course textbook, other assigned non-fiction books, or online articles. They provide the comprehensive information and details that you need to learn about the module's topics. You should complete the readings by Wednesday of each week.

Lectures may be .pdf documents, video lectures, or web-based tutorials. They highlight, summarize, and clarify the main ideas and key concepts of the topics. You should also complete the lectures by Wednesday of each week.

Activities

Activities include practice and assessments.

Practice includes discussions, collaborative projects, grammar tutorials, and other exercises. They help you practice and apply the concepts of the module. Most activities are due each Friday. Discussion posts are due each Wednesday, and discussion responses are due each Friday.

Assessments allow you to demonstrate how you have met the learning objectives. Assessments may include quizzes, brief writing responses, and writing projects. Writing Projects expand across modules; you will work on phases of your projects each week. Assessments are due on Fridays.
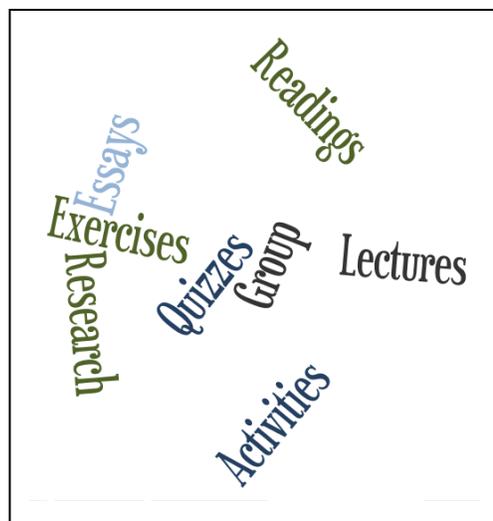
Course Ground Rules

This class is a community. My vision is for this class to be an encouraging environment that provides everyone with the opportunity to learn, practice, and achieve the Learning Outcomes and Objectives. Online students often feel isolated, but it's important to know you are not in this alone. I need each of you to approach our online class with a great attitude and a willingness to help each other. Let's work together to make this semester great for everyone!

Communication Policy

Email is the best way to contact me. I check email several times a day, less often on weekends. I typically respond to email within 24 hours, possibly longer on weekends. If you don't hear back from me within 24 hours during the weekdays, assume I did not receive your email and resend it.

When you send an email, identify yourself with your name and the course you are in. Also be sure to use complete sentences and proper grammar. Remember that your reader is an English instructor who appreciates these things.

Drop Policy

You must complete the coursework in order to achieve the learning outcomes and objectives. If you miss 3 weeks of assignments, you will be considered absent and may be dropped from the course.

Late Work Policy

You must submit all assignments by the due date to receive full credit. Each assignment will have a grading rubric. An assignment submission will receive a penalty each day it is late.

Netiquette

More information about netiquette is provided in our Getting Started module. The following list highlights some key points:

- Remember the human.
- Adhere to the same standards of behavior online that you follow in real life.
- Respect other people's time and bandwidth.
- Be forgiving of other people's mistakes.

Note that if your communication or behavior is intended for ill will or distracts anyone from learning or teaching, you may lose Discussion points and/or be referred to the college Student Discipline Officer.

Plagiarism

Plagiarism is representing another's work as your own. Any time you cut and paste, you must cite the source. Any time you communicate an idea that was not yours, you must cite the source. Nobody should ever fix your paper. You can receive suggestions and instruction, but you must always have control of your paper--you make the edits.

Accommodations

If you have a health problem, a learning disability, or a physical need of some kind, contact the Disabled Students' Programs and Services to discuss your needs and obtain documentation for me: http://www.arc.losrios.edu/Support_Services/DSPS.htm. Be sure to get this done at the beginning of the semester. I am committed to helping all students achieve their educational goals.

Assignments and Grading

Points

You will earn points for the following categories of assignments.

Item	Description	Points
Discussions	Adequate and cordial contribution to class discussions.	100
Exercises	Grammar practice, quizzes, writing responses, and other activities.	120
Writing projects	An RFP, proposal drafts, and the final proposal.	280
	Total:	500

Your final course grade is based on the following points:

Points	Final Grade
450-500	A
400-449	B
350-399	C
300-349	D
250-299	F

I do not offer extra credit or give Incompletes as a final grade.

Rubrics

Each assignment will include instructions and a grading rubric. Exercise and writing project rubrics will vary depending on the assignment. All discussions will involve the following rubric.

Discussion Rubric

	Criteria Met	Criteria Almost Met	Criteria Not Met
Post	5 pts	3 pts	0 pts
	A post is made prior to the due date that fulfills all of the prompt criteria.	A post is made prior to the due date that fulfills some of the prompt criteria.	No post is made prior to the due date.
Replies	5 pts	3 pts	0 pts
	Two replies are made prior to the due date. Both replies demonstrate thoughtful feedback.	Only one reply is made before the due date that provides thoughtful feedback. Or two replies are made prior to the due date that reflect little to no effort to provide thoughtful feedback.	No replies are made prior to the due date.

Schedule

So that you can plan ahead, the following outline provides the due dates for the textbook chapters and writing projects. Remember to also plan for discussions and exercises that are involved with each weekly module.

Week 1: Monday, Jan 20 - Friday, Jan 24

Topic: Getting Started

Week 2: Monday, Jan 27 - Friday, Jan 31

Readings: Writing Proposals, chapters 1-2

Topics: Proposal Writing Fundamentals, RFPs

Writing Project: RFP

Week 3: Monday, Feb 3 - Friday, Feb 7

Readings: Writing Proposals, chapter 3

Topic: Strategic Planning

Writing Project: Rhetorical Situation Worksheet

Week 4: Monday, Feb 10 - Friday, Feb 14

      Readings: Writing Proposals, chapters 4-5

      Topics: Analyzing the Situation, Project Planning

      Writing Projects: Current Situation, Project Plan

Week 5: Monday, Feb 17 - Friday, Feb 21

      Readings: Writing Proposals, chapters 6-7

      Topic: Qualifications, Introductions and Conclusions

      Writing Projects: Qualifications, Introduction

Week 6: Monday, Feb 24 - Friday, Feb 28

      Readings: Writing Proposals, chapters 8-9

      Topics: Budgets, Proposal Writing Style

      Writing Project: Proposal Draft

Week 7: Monday, Mar 3 - Friday, Mar 7

      Readings: Writing Proposals, chapters 10,11, 12

      Topics: Proposal Design, Final Touches

      Writing Projects: Proposal Design, Executive Summary

Week 8: Monday, Mar 10 - Friday, Mar 14

      Topic: Review