UST 410: Proposal Writing and Program Evaluation

Course Syllabus
Fall 2003
Alternate Saturdays, 9am to 5pm
Room 107, Urban Affairs Building

Instructor: Jill Norton
Room 355, Urban Affairs Building
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Class dates:
August 23   October 18
September 6   November 1
September 20   November 15
October 4   November 29

Course Description

This course will focus on the elements and processes of program planning, proposal writing, and program evaluation. The rationale for this course is the organizational concern for planning, funding, and accountability. Urban planners, public and nonprofit administrators are expected to identify and solve problems and to think and act strategically. In addition, planners and managers must possess the skills necessary to obtain funding and to determine the impact of a particular program and/or policy. Students will gain experience and skills by developing and writing a proposal.

Course Objectives

By the conclusion of this course, students will be able to:
- understand the program planning process
- develop a project/program plan
- understand and apply research principles and methods to needs assessment and program evaluation
- design an evaluation plan
- relate major trends and issues in public and nonprofit funding to the allocation decisions of government, corporate, and foundation donors
- identify and understand key components and practical steps for proposal preparation
- demonstrate the skills to research, plan, and write a proposal
- demonstrate familiarity with social, political, and institutional change in the urban environment
Course Methods

This course will be taught in a seminar format. Class sessions will consist of assigned readings, lectures, and guest presentations. Students are expected to attend class and participate in class discussion and exercises.

University Policies

Refer to the CSU Undergraduate Bulletin for policies and procedures for add/drop and withdrawal, grading (including incompletes), and other questions.

It is important that students with handicaps requiring special accommodations identify themselves to the instructor immediately so that we can seek appropriate arrangements. Persons who anticipate needing special accommodations to take exams or complete assignments must identify themselves to the instructor by the end of the second week of classes. These include accommodations for physical handicaps, learning disabilities, and English as a second language.

Course Materials


Grading

A = 90 to 100 points
B = 80 to 89 points
C = 70 to 79 points
D = 60 to 69 points
F = 0 to 59 points

Late assignments will lose 5 points for each day they are late.
Assignments

Assignment 1:

Program Planning
Due September 20
15 points

Identify three programs delivered by a government agency or nonprofit organization. State the name of the program and the agency/organization involved and then answer the following questions for each program:

- How does the program relate to the organization’s mission and/or strategic plan?
- What are the goals and objectives of the program?
- What are the intended outcomes?
- How is the program being delivered?
- Is the organization collaborating with outside partners?
- How is the program being evaluated?

An example will be provided in class before the assignment is due.

Assignment 2:

Funding Sources
Due November 1
25 points

Collect information on eight funding sources. They may be foundations or government agencies, but should provide grants for the types of programs/projects for which you will ultimately seek funds when writing your funding proposal (assignment 3). For each funding source, provide the following information:

- Mission
- Type of funding awarded
- Amount of awards
- Limitations on use of funds
- Application process/application deadlines
- Funding cycle
- Special instructions
- Geographic limitations

An example will be provided in class before the assignment is due.
Assignment 3:

Funding Proposal
Due December 12
60 points

Write a complete grant proposal to one of the funding sources identified in assignment 2. The proposal will include the following:

• Cover letter
• Summary/abstract
• Introduction
• Problem statement/needs assessment
• Goals and objectives
• Methods
• Evaluation
• Sustainability
• Budget narrative and budget
• Attachments

Your outline may vary if the funding source requires a specific format. In this case, guidelines must be submitted with your proposal.

Presentation counts! Your proposal should be neat and well-organized, with cover page (following cover letter), appropriate page breaks, and page numbering.

Your proposals will be graded according to the following criteria:

• Presentation (10 points)
• Follows outline presented above or format required by funder (15 points)
• Sections are clear, concise, and have a logical flow (35 points)
Class Schedule

August 23  Introduction; review syllabus and class requirements

September 6  Introduction to proposal writing; assessing organizational capacity; program planning
  Reading Assignment:  chapters 1, 2 (Hall & Howlett); pages 1-6 section I (Kiritz)
  Speakers: Timothy Roberts, Brotherhood, Respect, Intelligence, Conduct & Knowledge (BRICK)
  Darlene Sharp, Neighborhood Leadership Inc.

September 20  Developing the idea; identifying funding sources
  Reading Assignment:  chapters 3, 4 (Hall & Howlett)
  Speaker: John Grayson, Donor Manager – Rock and Roll Hall of Fame and Museum
  Assignment 1 Due (program planning)

October 4  Writing the proposal; components of the proposal
  Reading Assignment:  chapters 5, 6 (Hall & Howlett)
  Speakers: Latisha James, Cleveland Indians
  Doreen Swetkiś, Assoc. Director of Development - The Housing Advocates, Inc.

October 18  Purpose/problem/needs statement; objectives
  Reading:  chapters 7, 8 (Hall & Howlett); sections II, III (Kiritz)
  Computer Lab:  internet resources for grant writing

November 1  Methods; evaluation; sustainability
  Reading Assignment:  chapters 9, 10 (Hall & Howlett); sections IV, V, VI (Kiritz)
  Speaker: Debra Guren, Hershey Foundation
  Assignment 2 Due (funding sources)

November 15  Personnel; budget
  Reading Assignment:  chapters 11, 12 (Hall & Howlett); section VII (Kiritz)
  Speaker: Bob Collins, Pepsi

November 22  No class is scheduled- however, you may attend UST 510 Michael Hoffman of the Cleveland
  Foundation will speak at 10:45

November 29  Submission and review; questions on final assignment
  Reading Assignment:  chapter 13 (Hall & Howlett)

Friday
December 12  Assignment 3 Due (funding proposal)
  Must be received by 5:00 pm, Friday December 12
  Place them in my mailbox (1st floor mailroom) or deliver them to my office (rm. 355).