Course Syllabus

Proposal Writing & Program Development
UST 410 - Section 50, 3 credit hours

Meeting Time: Tuesday, 6:00 p.m. – 8:50 p.m.
Location: Urban Affairs Building, Room 108

Instructor: Julie Rittenhouse
Phone: Department of Urban Studies: 216-687-2136
    Campus Phone: 216-687-3550   Home: 216-241-4159
Office Hours: By appointment or before class
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Course Description
This is an upper-level undergraduate course that will focus on the content and structure of
program planning and development, sources of funding, 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 an increasingly competitive
environment. In addition, planners and nonprofit 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 in program design, research, and through
the independent development and writing of a grant proposal.

Course Objectives
By the conclusion of the course, the student will:

- Understand the program planning process
- Develop a project/program plan
- Understand and apply research principles and methods to needs assessment and
  identifying funding sources
- Design an evaluation plan
• Relate major trends and issues in public and nonprofit funding to the allocation decisions of government, corporate, foundation and individual donors
• Identify and understand key components and practical steps for proposal preparation
• Demonstrate the skills to plan, research and write a proposal
• Demonstrate familiarity with social, political and institutional change in the urban environment.

Course Methods
The course consists of assigned readings, lectures, guest speakers, individual and group exercises, The Foundation Center training, student presentations, class participation and written assignments.

Course Materials
The following assigned texts can be purchased (used books are available) at the Cleveland State University Bookstore. Supplemental readings will be provided.


The Foundation Center - Visit
Students are required to attend The Foundation Center training session – Introduction to Finding Grants (scheduled for September 8 during class time). Other free training sessions offered by The Foundation Center are optional.

The Foundation Center
Hanna Building, 1422 Euclid Avenue, Suite 1600, Cleveland.
Phone: 216-861-1934. Website: http://foundationcenter.org/cleveland
**Attendance and Class Participation**
Attendance is required at all class sessions. Students are expected to complete readings assigned for each topic before the class session and actively participate in class discussions and group exercises.

**Assignments** – Comprehensive instructions for each assignment can be found on Blackboard Learn – Course Content, however, a brief description follows:

**Assignment - Paper 1**
As a grantseeker how do you frame your story?
What evidence exists that is supportive of your proposal idea or not?
Why did you choose the supporting evidence that you did?
Can you approach the issue/problem in a different way?

The above questions are posed in this assignment. Students will craft a compelling story that demonstrates knowledge of the nonprofit organization and need for funding using the concepts in the book, *Storytelling for Grantseekers - A Guide to Creative Nonprofit Fundraising* and show why this is relevant to planning, researching and writing a successful grant proposal. Five pages (max.) paper.

**Assignment - Paper 2**
Identifying the Funding Source - Part 1 and Letter of Inquiry- Part 2 (total 5-6 pages)

Based on lectures, assigned readings, The Foundation Center training, students will identify potential funders for their proposal idea and answer a series of questions that will inform the research process and help determine a "strong match" with potential funders or donors. A Letter of Inquiry (LOI) is an initial step in approaching a foundation or corporation for a grant. Developing the LOI is excellent preparation for writing the proposal. A LOI should be brief, clear and interesting.

**Final Assignment - the Proposal**
You have chosen a nonprofit organization or a public entity to be the applicant in submitting a grant request to a government agency, foundation or a corporation. You have conducted research and identified possible funding sources in Assignment 2 and prepared a Letter of Inquiry (LOI). The Learning Modules and Short Answer assignments are the building blocks for writing the proposal (approx. 8-10 pages). All elements of a comprehensive proposal are covered in assigned texts and supplemental readings. Each student will make a brief presentation (using Discussion Post feature) about his/her completed proposal.
Course Requirements for Grading
While the requirements for this course are the same for undergraduate and graduate students, the graduate students’ written assignments and Discussion Posts will be held to a higher standard. Grades will be assigned on the following percentages.

<table>
<thead>
<tr>
<th>Papers</th>
<th>Due Date</th>
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<tbody>
<tr>
<td>Assignment – Paper 1</td>
<td>20%</td>
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<tr>
<td>Assignment – Paper 2</td>
<td>20%</td>
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<tr>
<td>Student Presentation</td>
<td>5%</td>
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<tr>
<td>Final Assignment</td>
<td>40%</td>
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<tr>
<td>Attendance and Class Participation</td>
<td>15%</td>
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Grading Scale
A: 94-100  A-: 90-93  B+: 87-89  B: 83-86  B-: 80-82  C+: 77-79  C:  70-76  D: 60-69  F: <60

Written communication is critical to planning and nonprofit practice. Grades for written work will be made on the basis of logical argument, organization, correct use of English language and grammar, timeliness and fulfillment of assignment requirements. Late assignments will not be accepted without prior approval of the instructor.

A grade of Incomplete will only be given when a student cannot complete course requirements because of a serious illness or crisis (as judged by the instructor), either of the student’s or in his or her immediate family. Please remember that both “Incomplete” or “X” grades will turn into “F” if the work is not completed.

Basis for Grading of Assignments
Presentation (composition, clarity, grammar, syntax, spelling)
Form (structure, arrangement, format)
Content – quality and quantity of research
Depth and scope of analysis
Clarity of argument
Coverage of topic
Demonstrated understanding and incorporation of course concepts

General Education Requirements
This course fulfills Skill Intensive Area requirements in Writing Across the Curriculum (WAC). In order to receive a "C" or better in the course, students must write at a satisfactory skill level (C or better). For assistance or online tutorials, refer to the CSU Writing Center (www.csuohio.edu/writing center) or call 216-687-6981.
**Academic Misconduct**
Plagiarism (copying others work in any form without proper reference and citation), cheating or any other form of academic misconduct is strictly prohibited and will not be tolerated. Consequences for academic misconduct are based on university regulations and are grounds for the grade of "F" for the course. Please refer to the Student Handbook for further information (www.csuohio.edu/studentlife/conduct/acadregs.html).

**Students with Special Needs**
Any student who feels he or she may need an accommodation based on the impact of a disability should contact the Office of Disability Services at 216-687-2015. The Office is located in Main Classroom 147. Accommodations need to be requested in advance and will not be granted retroactively. Persons needing special accommodations to take exams or complete assignments must identify themselves to the instructor. This includes accommodations for physical handicaps and learning disabilities.

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

**Course Schedule and Reading Assignments (subject to modification)**
Supplemental readings (articles and brief reports) will be provided.

Check Learning Module in Blackboard Learn for weekly updates and hand-outs. Readings and assignments will be listed for each class session.

**Week 1: August 25**
*Class Orientation and Proposal Idea*

**Week 2: September 1**
*Grantmaking as Art*

**Read:**
Storytelling for Grantseekers – Foreword, Preface, Introduction, Chapters 1 and 2
Winning Foundation Grants – Chapter 26

**Week 3: September 8**
*Model for Proposal Development*
Week 4: September 15
Assessing Organizational Capability

Read:
Storytelling for Grantseekers – Chapter 12

Week 5: September 22
Telling Your Story

Read:
Winning Foundation Grants – Chapters 5, 6 and 16-23

Week 6: September 29
Learning Where to Look - Funding Sources

Read:
Storytelling for Grantseekers – Chapters 3 and 4
Winning Foundation Grants – Chapters 1 and 2

Week 7: October 6
Introduction or Capacity Statement

Read:
Winning Foundation Grants – Chapters 9-15

Week 8: October 13
Purpose and/or Statement of Need

Read:
Storytelling for Grantseekers – Chapter 5
Winning Foundation Grants – Chapter 19
Week 9: October 20
Goals, Objectives and Outcomes

Read:
Storytelling for Grantseekers – Chapter 6

Week 10: October 27
Methodology, including Personnel

Week 11: November 3
Evaluation

Read:
Storytelling for Grantseekers – Chapter 7

Week 12: November 10
Language of Numbers - Budget

Read:
Storytelling for Grantseekers – Chapter 8

Week 13: November 17
Future Funding or Sustainability Plan

Read:
Storytelling for Grantseekers – Review: Chapter 7
Winning Foundation Grants – Chapters 24 and 25

Week 14: November 24
Cover Letter, Summary and Attachments

Read:
Storytelling for Grantseekers – Chapters 9, 10 and 11
Winning Foundation Grants – Chapters 3, 4, 7 and 8
Week 15: December 1

*Student Presentations and Final Assignment*

**Useful Web Sites:**

- Federal government
  
  www.grants.gov

- The Council on Foundations
  
  www.cof.org

- The Foundation Center
  
  www.fdncenter.org

- The Grantsmanship Center
  
  www.tgci.com

- The Chronicle of Philanthropy
  
  www.philanthropy.com