

### **Course Syllabus**

UST 410/510 Proposal Writing and Program Development

**Delivery:** Blackboard

**Instructor:** Dr. Michael Wells, [m.wells@csuohio.edu](mailto:m.wells@csuohio.edu) or via Blackboard

**Course Description:** Graduate and undergraduate course focusing on the content and structure of program planning and development and proposal writing. 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 managers must possess the skills necessary to obtain funding and to determine the impact of a particular program and/or policy.

**Course Objectives:**

Understand the program planning process

Develop a project/program plan

Understand and apply research principle 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, 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:** Research and field experience using the Foundation Center and visits to agencies. Student writing assignments are all important.

**Foundation Center:**

The Foundation Center: Some information is free and available at [www.grantsspace.org](http://www.grantsspace.org). The Foundation Center itself is in the Hanna Building, 1422 Euclid Ave., Suite 1600, Cleveland, 216.861.1934. Search for: foundation center midwest. The FC library and its resources are valuable aids for the proposal writer.

**Assignments:**

1. A five-page research paper (APA style) exploring the social, economic, political, health problem that is related to the organization you choose to write about in Assignment 3. In writing a grant you should carry as much expertise as possible into the project. This assignment will allow you to do this. Example: You are working with a church that needs to address maintenance issues; your research paper would be on the national problem of sacred structure material culture upkeep. Example: You are working with a city that wants to develop an ongoing program for tree management; your research paper would be on the problem of tree care in the urban environment.

2. A five-page research paper (APA style) exploring the organizations, efforts, programs, plans, and ideas that exist to help meet the challenges of whatever you are exploring in Assignment 1. Whatever the challenge, there are people and organizations dedicated to amelioration. Tell me about them.
3. A five-page paper telling the story of the agency or organization for which you are seeking funding. You must demonstrate knowledge of the organization and the need for funding. How do you frame the story? What is the evidence for funding needs and why? Are there several ways to tell the story? **Storytelling for Grantseekers-A Guide to Creative Nonprofit Fundraising** might help with this assignment.
4. A six-page paper identifying the fundraising source plus a separate Letter of Inquiry to the source. FC research will help with this. Consider potential funders by matching their stated interests with your organizational needs (e.g. the funder says it's interested in children and your organizational need is for windows). A Letter of Inquiry is an initial step in approaching a funding source for a grant. Developing the LOI is excellent preparation for writing the proposal. The LOI should be concise, clear, and interesting and follow the funding source's guidelines.
5. A ten-page proposal to a funding source based on the research you have conducted for Assignments 1 and 2. Funding sources can differ on proposal submissions. Justify your proposal approach based on documentation from the funding source you have selected.

**General Education Requirement for Undergraduates:**

This course fulfills the skill Intensive area requirements in Writing Across the curriculum (WAC). In order to receive a "C" or better in this course, students must write at a satisfactory skill level of at least a C. The CSU Writing Center is available for assistance, [www.csuohio.edu/writingcenter](http://www.csuohio.edu/writingcenter) or call 216.687.6981.

**Course Calendar:**

Assignment 1 due September 9  
Assignment 2 due October 7  
Assignment 3 due October 21  
Assignment 4 due November 11  
Assignment 5 due December 2

**Grades:**

Each assignment 20%

**University Policies:**

Policies on academic misconduct, students with special needs, and drop/add, withdrawal and grading (including incompletes) are found in the graduate and undergraduate bulletins.

