Cleveland State University
Maxine Goodman Levin College of Urban Affairs
Summer 2011

Course Syllabus

Proposal Writing & Program Development
UST/NAD 410 - Section 50, 4 credit hours
NAL/PAD/PDD/UST 510 - Section 50, 4 credit hours

Instructor: Julie Rittenhouse (Instructor is off-campus).
Phone: Urban Studies Office - 216-687-2136; Home – 216-241-4159
Office Hours: By appointment.

Email address: Use the email function in Blackboard
Emergency email address: j.rittenhouse@csuohio.edu
Please use only if you can’t access Blackboard

Class Meetings
This is an online course. There is one face-to-face class meeting scheduled for Saturday, May 21 from 10 a.m. – 11:30 a.m., Levin College of Urban Affairs (email will be sent identifying room assignment). The course uses Blackboard as a course management system. Instructions for accessing Blackboard are at the end of the syllabus. Prior to beginning work in the course, please carefully review the information in this syllabus.

Course Description
This is an upper-level undergraduate and graduate 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 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 pr
**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 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 Materials**
The following assigned texts can be purchased at the Cleveland State University Bookstore. Supplemental handouts will be provided online.

Collins, Jim, *Good to Great and the Social Sectors*, 2005. (A Monograph to Accompany Good to Great)


**The Foundation Center**
Students are required to visit the Foundation Center's website and watch the *Grantseeking Basics* Webinar. Other free training sessions offered by The Foundation Center are optional. If possible, you are encouraged to tour the actual Center and its library.

    The Foundation Center
    Hanna Building, 1422 Euclid Avenue, Suite 1600, Cleveland.
    Phone: 216-861-1934.  Website: [http://foundationcenter.org/cleveland](http://foundationcenter.org/cleveland)
Assignments – Comprehensive descriptions found on Blackboard

Assignment 1
Part I – Assessing the nonprofit’s capability and need for Proposal Idea.
What evidence exists that is supportive or not?
Why did you choose the supporting evidence that you did?
Can you approach the issue/problem in a different way?

Part II – As a grantseeker how do you frame your story?
The above are some of the questions posed in this assignment. Students will craft a compelling story that demonstrates knowledge of the 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 2
Identifying the Funding Source and Letter of Inquiry (5-6 pages).

Based on content, 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 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). Content, exercises, and weekly 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 post a brief presentation about his/her completed proposal.
Course Requirements for Grading
Requirement for this Course vary for undergraduate and graduate students. The graduate students’ submitted assignments, writing, and Discussion Posts will be held to a higher standard.

Due Date:

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<thead>
<tr>
<th>Assignment</th>
<th>Due Date</th>
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<tbody>
<tr>
<td>Assignment 1</td>
<td>June 6</td>
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<tr>
<td>Assignment 2</td>
<td>June 20</td>
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<tr>
<td>Final Assignment</td>
<td>July 1</td>
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Grades
Grades will be calculated as follows:

- 5 discussions @ 5 points each: 25 points
- 5 Short answer assignments @ 5 points each: 25 points
- Assignment 1: 30 points
- Assignment 2: 30 points
- Final Assignment – the Proposal: 50 points

TOTAL: 160 points

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).

**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 UC 304. 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, learning disabilities and English as a Second Language.

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

**Course Structure in Blackboard**
Each week in the content module begins on Tuesday. This allows students a full weekend to complete assignments, which are due the following Monday at 11:00 p.m. The exact dates are listed in the content module. It is important to stay on track. Late assignments will be accepted, however, you will sacrifice a point for each day late.
The course structure in Blackboard is defined in the content module of the Blackboard course. Here, you will find information for each week. Each week consists of the following materials and information:

- Learning Objectives
- Readings
- Summaries of the topic

Assignments:
- Short answer assignments (short answer format, covering content and weekly readings). Submit under “assignments” in Blackboard.
- Paper preparation assignments (short answer format, designed to step you through the grantseeking process). Submit under “assignments” in Blackboard.
- Weekly discussions. Submit under “discussions” in Blackboard.

Each week you will have some combination of a short answer assignment, paper preparation assignment, and discussion due. **You must login and participate in the Blackboard class each week in order to be successful in this course.** The discussions will focus more on grantseeking issues, including the public problems/policies you choose for your proposal. Paper preparation assignments step you through the planning and research processes of gathering information and building a case for your proposal.

Written assignments are to be “uploaded” to the assignment section in Blackboard and discussions are conducted in the discussion section (in communication tools). If you are unsure how to use these features, please use the tutorials on the eLearning website located at [http://www.csuohio.edu/elearning/blackboard/index.htm](http://www.csuohio.edu/elearning/blackboard/index.htm)

**Course Schedule and Reading Assignments (subject to modification)**

Check Learning Module in Blackboard for weekly updates.
Readings, assignments, and discussions will be listed for each week.

**Week 1: May 24**
**Topic:** Grantmaking as Art
**Read:** Guide to Winning Proposals - Foreword, Introduction and Chapter 7
        Storytelling for Grantseekers - Chapters 1, 2 and 4
Week 2: May 31
Topic: Assessing Organizational Capability
Read: Guide to Winning Proposals - Chapters 3, 4 and 5
       Storytelling for Grantseekers - Chapters 3 and 5

Week 3: June 7
Topic: Learning Where to Look
Read: Guide to Winning Proposals - Chapter 11
       Storytelling for Grantseekers – Chapters 6, 11 and 12

Week 4: June 14
Topic: Model for Proposal Development
Read: Guide to Winning Proposals - Chapters 6, 8 and 9
       Storytelling for Grantseekers - Chapter 7

Week 5: June 21
Topic: Language of Numbers
Read: Guide to Winning Proposals - Chapter 13
       Storytelling for Grantseekers - Chapter 8

Week 6: June 28
Topic: Writing the Proposal
Read: Guide to Winning Proposals - Chapter 12
       Storytelling for Grantseekers – Chapters 9 and 10
Technical Requirements
You are responsible for managing your technology for this class.

This course requires the use of Blackboard, as well as MS Office or compatible software and Adobe Reader.

1. TECHNICAL REQUIREMENTS
Review “technical requirements” and “getting started with Blackboard” from the Center for eLearning website. http://mycsu.csuohio.edu/elearning/students/index.html. In addition to the hardware, operating system, and internet requirements posted on that page, you will also be required to open various documents such as PDF files and Microsoft Office files including Word, Excel, and PowerPoint files.

- If you don’t have Adobe Reader, download it for free from http://www.adobe.com/products/acrobat/readstep2.html.

- Obtain MS Office, specifically Word, Excel and PowerPoint to open files that will be posted on the Blackboard site. In addition, assignments submitted as attachments should be in Word format. If you have other programs that will open these files, you may use those as long as you are able to work with them. If you are submitting assignments in something other than Word, save them as .txt files or MS Office compatible files. Do not send files saved as Microsoft Works files. You may use this program if you are able to “save as” .doc or .txt.

A few options exist if you don’t have the MS Office software:

- As a student, you can buy it at a reduced rate of $65 from the CSU bookstore – a bargain in terms of Microsoft.

- Out of cash? Try downloading Open Office for free. This is an open-source office suite. It will open and read files from MS Office. You can also create files and save them in MS Office format. The interface is very similar to MS Office. http://www.openoffice.org/

2. COURSE ACCESS
Once you are registered for the course via CampusNet, the course will automatically be loaded into your Blackboard account. Course content is typically made available to students one week prior to the beginning of the semester.
To access Blackboard, point your web browser to
http://mycsu.csuohio.edu
Choose “Blackboard” from the directory to go to the login page.
-OR-
http://www.csuohio.edu/elearning/
Choose “Login to Blackboard/CE from the right navigational bar.

Login using your CSU ID and password.

3. BROWSER CHECK
Most difficulties encountered by students using Blackboard relate to the internet browser (Mozilla Firefox, Internet Explorer, etc). To prevent this, be sure to check your browser using Blackboard’s feature for this purpose. From the course homepage, choose the link at the top of the screen, “check browser”. This will step you through the process to ensure that your browser is compatible with Blackboard. You may have to install some applications such as Java (free) if you don’t already have it. The browser check up also requires that you enable java, enable cookies, and disable pop-up blockers for Blackboard sessions. Again, complete the browser check-up and you should be in business.

4. STUDENT TUTORIALS
If you are not familiar with using some of the features in Blackboard, you can get tutorials from the Center for eLearning website located at http://mycsu.csuohio.edu/elearning/students/index.html.

5. NEED HELP?
Note: If you have a question about assignments, course content, or other course activities, you should direct those questions to your instructor. This guide is intended to provide steps to take for seeking help with technical questions only.

Cleveland State University now has live technical help for Blackboard CE available 24/7! Students and faculty can get help around the clock by visiting the eLearning Help Portal at http://elearninghelp.csuohio.edu or calling toll free (877) 382-2011. The eLearning Help portal has a live chat feature as well as in depth answers to frequently asked questions. Check out this great new resource!

Forget your password? Contact the CSU Call Center via phone (216-687-5050).
Call Center hours vary during the academic year.