



# RFP & Proposal Portfolio

25% of course grade | | final drafts by midnight June 16, 2010

Building on your previous course experience and portfolios, we will again address the rhetorical situation (audience, purpose, text) and its role in the production of various communications through design, layout, visual appeal, ethical considerations, usability, and document genre. Now, you are asked to apply these concepts to the Request for Proposal (RFP) and Proposal documents.

## PROJECT GOALS

Instruction in Technical and Professional Writing is concentrated around five core-concepts, which provide students with the theoretical foundations needed to analyze workplace practices and develop documentation (print and digital) for a variety of communication situations. These core concepts include:

- Rhetorical Analysis - write for a range of defined audiences and stakeholders
- Document Design - make rhetorical design decisions about workplace documents implementing design principles of font, format and layout
- Editing for Clarity & Conciseness - Draft, research, test, and revise visual designs and information architecture
- Genres of Workplace Writing - understand and adapt to genre conventions and audience expectations
- Workplace Practices & Collaboration - Understand, develop and deploy various strategies for planning, researching, drafting, revising, and editing documents both individually and collaboratively

## PROJECT DELIVERABLES (3 DOCUMENTS TOTAL)

### Proposal

You are probably already aware of issues that you, or other students, face on campus. These issues may be bureaucratic problems, such as difficulties with registration processes or with student financial aid forms. Or, they may be logistic issues, such as difficulties arranging feasible class schedules, or navigating university web pages. The issues might also be social problems, such as conflict resolution in campus organizations or the failure of the school to provide evening café hours. These are issues that you are likely to be more aware of than your university administrators.

Identify such a problem (or opportunity) and write a formal, unsolicited proposal to the school administrator(s) able to address your issue. Use the proposal as an opportunity to bring the problem to the attention of the administration, explain the details and conditions of the issue, and provide a possible solution.

Remember to follow the steps of a good proposal in chapter 20 and include all pertinent parts of the proposal.

### Request for Proposal

After reading your unsolicited, formal proposal and suggested solution, the administration is interested in acting upon your ideas. They suspect, however, that other students and community organizations might also have some good suggestions. The administrator you sent your proposal to was so impressed

with your work that s/he has put you in charge of creating the RFP to respond to the issue you wrote your proposal about to get further input. Remember to be very specific, to include only the standard sections of an RFP that actually apply in your case, to consider ethical implications, and to consider technology needs and constraints as well. Remember as well, that you will have to address ethical concerns in creating an opportunity for others to compete the proposed solution that you have already offered.

### **Project Assessment (reflection)**

Your 500-word project assessment document should answer most of the following questions, each of which is tied to the major goals of the assignment:

- Rhetorical analysis – How did the particular proposal and RFP you wrote shift depending on your audience or situation? Did it change or affect how you presented yourself? How did crafting these documents help you understand how to read and interpret RFPs and Proposals?
- Document design – What is the most effective aspect of your deliverables in terms of presentation or design? Have you deliberately adapted a standard form in an unusual or creative way? If so, why?
- Editing for clarity and conciseness – What was the most challenging document to produce and why? Briefly describe and explain one of the significant revisions you made to this document after your initial draft.
- Genres of workplace writing – What genres for each deliverable did you select? Why?
- Workplace practices and collaboration – How well did you plan your work on this project? What might you have done differently? What differences did you note in not having peer feedback on this project?

### **GRADING**

The RFP & Proposal portfolio is worth 25% of your course grade. The breakdown for each of its components is as follows:

- Proposal (40%)
- RFP (40%)
- Project Assessment (20%)

### **GRADING CRITERIA**

When grading your project, I will pay particular attention to the following criteria as they fit into the course rubric:

- Persuasiveness
- Content
- Design
- Completeness
- Clarity
- Organization
- Creativity

### **SUBMITTING YOUR WORK AND GETTING CREDIT**

All three (3) documents must be submitted as PDF files in a single submission (multiple document attachments are permitted in each submission) to the appropriate drop box no later than midnight, Wednesday, June 16, 2010. **I will accept projects as late as Friday, June 18; however, you will have another portfolio due at the same time.**

**Attention:** Make sure you use appropriate file naming conventions for each document. For example, your proposal should be: lastname proposal.pdf (using your own last name, of course).