

TECM 4100: Writing Proposals

Course Information

Instructor:	Dr. Vince Robles
Office Hours:	2:00–3:30 pm Tuesday/Wednesday or by appointment via Zoom
Office Location:	Auditorium Building 305
E-mail Address:	vincent.robles@unt.edu
Meeting Time:	Tuesday , 5:00–6:20 p.m.
Meeting Place:	Auditorium Building 306 and 308; unt.zoom.us; Zoom ID: 985 6087 1365; Password: 941174

Description

Writing Proposals is an advanced study of technical writing that provides students with a foundation in grant seeking and persuasive writing. Students will learn each component of the granting process, including identifying appropriate funding streams, developing fundable themes, writing a specific work plan and budget, and understanding the grant review process. Coursework will involve readings, lecture videos, request for proposal analyses, writing and editing proposals, and workshops. By the end of the course you should be able to

- understand how grant and proposal funding is requested and given within a university and industry setting;
- locate and assess funding opportunities such as RFPs;
- write persuasive grant and proposal projects for various audiences, purposes, and rhetorical situations;
- edit grants and proposals to ensure they answer funding opportunities and persuade audiences.

Texts

You have two required texts for this course:

- Freed, Richard C., Romano, Joseph D., & Freed, Shervin. *Writing Winning Business Proposals*. 3rd edition. McGraw-Hill. 2011. ISBN: 9780071742320. Ebook or Print permitted.
- Baker, William H., Matthew J. Baker, and Vincent D. Robles. *Professional Writing and Speaking*. 5th edition. Noun Publishing. 2020. Ebook available only. ISBN: 9781735184302 (Available at RedShelf, Kobo, Vital Source).
- Supplemental readings will be linked on Canvas.

Assignments

The following is a list of the major assignments in this course and their grade weights:

Proposal Analysis, 100 points

Read and analyze an example proposal of your choice (e.g., business plan, nonprofit grant proposal, academic grant proposal) that applies the concepts of organization and logic.

Grant Proposal, 600 points

Respond to a funding opportunity that is classified by one of the types we have covered in class: grant writing in the academy, grant writing in business, or grant writing for nonprofits. Academic grants could propose to conduct research. Business grants could give a business plan for your own micro-business, a type of small business, having five or fewer employees, and requiring seed capital of no more than \$35,000. Nonprofit grants could request funds for a nonprofit you care about. The components of this project are the following:

- A set of logics and themes development worksheets and logic trees (**100 points**).
- A document of your situation and objectives slots (**100 points**).
- A document of your methods slot (**100 points**).
- A document of your qualifications and benefits slots (**100 points**).

- A document with your entire grant proposal with a link or some other access to the RFPs (if applicable) **(200 points)**.

Preparation and Participation, 300 points

Preparation: You are expected to read and watch materials and to complete deliverables before class meetings.

Participation: You are required to participate thoughtfully and respectfully during class meetings by responding to discussion board and reviewing preparation work with the class.

Evaluation

Writing assignments are evaluated on a four-point scale for four criteria:

- **Design (15%):** The document follows acceptable format, uses headings, uses appropriate lists/visualizations, uses appropriate typography, and uses appropriate margins and spacing.
- **Organization (30%):** The document uses an appropriate approach (direct/indirect), uses a content agenda, uses short, focused paragraphs, and uses an obvious opening, body, and closing.
- **Content (40%):** The document uses a considerate tone, uses an opening and closing, uses plain language, uses complete examples, explanations, and/or definitions, and uses coherent logic.
- **Style (15%):** The document uses clear, plain, and professional sentence structure and uses correct punctuation, mechanics, and grammar.

A 5-point deduction will be applied for each of the following:

- The document is submitted with an incorrect or inaccessible file type.
- The document is submitted with an incorrect file name.
- The document is submitted in the incorrect submission location.

All of these deductions apply for when the document is due, so if you accidentally submit something incorrectly, you can always correct it before the due date and time.

For preparation and participation, I calculate a completion scale that follows these ratings, which are totaled for your preparation and participation grade (10 points per activity; 2 activities per week for 15 weeks):

- **10 points:** The participation is complete, demonstrates accurate knowledge of course material, and shows strong engagement with the prompt and other students.
- **8 points:** The participation is complete, demonstrates accurate knowledge, but shows minimal engagement.
- **6 points:** The participation is complete, shows engagement but demonstrates inaccurate knowledge.
- **4 points:** The participation is incomplete but demonstrates accurate knowledge and perhaps engagement.
- **2 points:** The participation is incomplete and may demonstrate inaccurate knowledge and perhaps no engagement.
- **0 points:** The participation is missing due to absence. Unless for an excused reason, this participation cannot be made up.

Not every participation activity requires a concrete deliverable such as a document or a discussion post. In these cases, I take note if I notice you clearly are not doing the activity but otherwise award full points.

The following categorization is how final grades are determined for submission to the registrar:

A: 900–1000
 B: 800–899
 C: 700–799
 D: 600–699
 F: 0–599

Late or Missing Submissions

Major assignments will be penalized one letter grade for each day they are late (including weekend days) and will not be accepted if they are more than four days late. Missing assignments will penalize your final grade substantially. If your assignment must be submitted lately for extended circumstances, please contact the instructor as soon as possible before or after the incident preventing you from submitting your work in a timely manner. The instructor can assess the situation and determine whether the late penalty will be remitted or not.

Participation activities cannot be completed after class or done in advance of class without an excused absence, though reviewing what was done in class on a certain day is encouraged no matter what reason you are absent.

Policies

These policies provide you with the formal regulations governing Dr. Robles' sections of TECM 4100. Attending class after day 1 demonstrates that you agree to them. If you are absent the first day, then the next time you attend class after I point you to the policies demonstrates that you agree to them.

Assignment Submission

- Follow all assignment submission specifications: file name, file type, and submission location.
- You may not use program templates (e.g., Word templates) to format any of your documents. Use design and technical skills to create your own work.
- **If you use a Mac**, do not submit any Pages, Numbers, or Keynote files. These files can be easily downloaded as .docx, .pptx, or .xlsx files for submission to Canvas.
- **If you are on a Chromebook or prefer using Google Apps**, do not submit hyperlinks to these Google files. Instead download them as .docx, .pptx, or .xlsx files for submission to Canvas.
- If you think it will help with evaluating your work as you intended, .pdf files are permitted.

Attendance and Tardiness

The attendance policy is the following:

- **Class absences:** Missing more than **3 class meetings** will lower your grade. Each absence after 3 results in a half-letter grade deduction to your final grade total (50-point increments). Thus, 4 absences will result in a half-letter deduction (50 points), and 5 absences will result in a one-letter grade deduction (100 points). **I don't enforce this policy after the one-letter grade reduction.** A 100-point deduction substantially lowers your ability to pass the course with an acceptable grade. **Remember: you may attend via Zoom or F2F.**
- **Absences for group presentations:** Missing the day of a group presentation means taking an F for that presentation, unless for one of the excused criteria, in which case we will work together to allow you to complete the requirements for these activities or assignments in a reasonable time frame.
- **Excused Absences:** To attend an **official university function, to observe a religious holiday, to attend a job interview, or to attend to a medical emergency** does not count toward your absence total. You must present any accompanying documentation, however, to be excused. You will be allowed to take an examination or complete an assignment you miss within a reasonable period after the absence. However, I may take appropriate action if you fail to satisfactorily complete an assignment within a reasonable time.
- **Tardies:** You receive a tardy if you arrive 15 minutes or more after class begins. Two tardies will result in an absence. If you are more than 30 minutes late or if you leave 30 minutes early (in both cases without permission), you will be counted absent.
- **COVID-19 impact on attendance.** While attendance is expected as outlined previously, it is important for all of us to be mindful of the health and safety of everyone in our community, especially given concerns about COVID-19. Please contact me if you are unable to attend class because you are ill, or unable to attend class due to a related issue regarding COVID-19. It is important that you communicate with me prior to being absent so I may make a decision about accommodating your request to be excused from class.

Health Monitoring

If you are experiencing cough, shortness of breath or difficulty breathing, fever, or any of the other [possible symptoms of COVID-19](#). Please seek medical attention from the Student Health and Wellness Center (940-565-2333 or askSHWC@unt.edu) or your health care provider. UNT also asks that you contact the UNT COVID Hotline at 844-366-5892 or COVID@unt.edu for guidance on actions to take due to symptoms, pending or positive test results, or potential exposure. While attendance is an important part of succeeding in this class, your own health, and those of others in the community, is more important. [Here is the university's video about this issue.](#)

Face Coverings

Face coverings are required in all UNT facilities. Students are expected to wear face coverings during this class meeting. If you are unable to wear a face covering due to a disability, please contact the Office of Disability Access to request an accommodation. UNT face covering requirements are subject to change due to community health guidelines. Any changes will be communicated via the instructor.

Class Recordings

Synchronous (live) sessions in this course will be recorded for students to refer to throughout the semester. Class recordings are reserved for use only by students in this class for educational purposes. The recordings should not be shared outside the class, or outside the Canvas LMS, in any form. Failing to follow this restriction is a violation of the UNT Code of Student Conduct and could lead to disciplinary action.

General Technology Requirements

You are expected to be familiar with the day-to-day operation of computers including email, standard software, and Canvas. If you need to develop your computer skills, please consider consulting with [UNT Information Technology](#). Specific skills also include the following:

- Using the learning management system (Canvas)
- Using email with attachments
- Creating and submitting files in commonly used word processing program formats
- Copying and pasting
- Downloading and installing software
- Headset/Microphone (if required for synchronous meetings)
- Microsoft Office (especially Word, PowerPoint, and Excel). As a UNT student, you have access to [these applications for free from UNT IT](#).
- Remember that your password is the only thing protecting you from pranks or more serious harm. Don't share your password with anyone. Change your password if you think someone else might know it.
- Always log out when you are finished using the learning management system.
- It's your job to backup data. UNT provides 25GB on [OneDrive](#), so corrupted files don't excuse lateness.

Your TECM classroom is a collaborative BYOD (bring your own device) lab. Therefore, you must either bring your own device to every lab or reserve a device from our TECM TechLab.

If you bring your own device, it must be equipped with a non-web-based word processor and internet access capabilities via the UNT Wifi network. For students who cannot bring a device to class, the TECM TechLab provides laptops that can be checked out at the main service desk in AUIDB 307. Reserve your device early and through the [WebCheckout link](#). If you think you will need a device throughout the semester, WebCheckout allows you to make reoccurring reservations. These reservations are not to exceed your scheduled class time.

Important Academic Dates

The following are important dates to keep in mind, including dates for dropping the course in a timely way:

- [Registration Guides by Semester](#)
- [Online Academic Calendar](#)
- [Final Exam Schedule](#)

Academic Integrity Standards and Consequences

According to UNT Policy 06.003, [Student Academic Integrity](#), academic dishonesty occurs when students engage in behaviors including, but not limited to: cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University.

Acceptable Student Behavior

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the [Code of Student Conduct](#). The University's expectations for student conduct apply to all instructional forums, including University and electronic classroom, labs, discussion groups, field trips, and so on.

The [Dean of Students Office](#) enforces the [Code of Student Conduct](#). The Code explains what conduct is prohibited, the process the DOS uses to review reports of alleged misconduct by students, and the sanctions that can be assigned. When students may have violated the Code they meet with a representative from the Dean of Students Office to discuss the alleged misconduct in an educational process.

ADA Accommodation

UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one's specific course needs. Students may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the [ODA website](#). You may also contact them by phone at 940.565.4323.

Important Notice for F-1 Students Taking Distance Education Courses

Since the course is 50% online and in the event the course must go online 100%, please note the following:

Federal Regulation

To read detailed Immigration and Customs Enforcement regulations for F-1 students taking online courses, please visit the [Electronic Code of Federal Regulations](#) website. The specific portion concerning distance education courses is located at Title 8 CFR 214.2 Paragraph (f)(6)(i)(G).

The paragraph reads:

(G) For F-1 students enrolled in classes for credit or classroom hours, no more than the equivalent of one class or three credits per session, term, semester, trimester, or quarter may be counted toward the full course of study requirement if the class is taken on-line or through distance education and does not require the student's physical attendance for classes, examination or other purposes integral to completion of the class. An on-line or distance education course is a course that is offered principally through the use of television, audio, or computer transmission including open broadcast, closed circuit, cable, microwave, or satellite, audio conferencing, or computer conferencing. If the F-1 student's course of study is in a language study program, no on-line or distance education classes may be considered to count toward a student's full course of study requirement.

University of North Texas Compliance

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in an on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

1. Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
2. Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Student and Scholar Services (ISSS) Office. ISSS has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, s/he should contact the [UNT International Student and Scholar Services Office](#) by telephone 940-565-2195 or email internationaladvising@unt.edu to get clarification before the one-week deadline.

Sexual Assault Prevention

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct. Federal laws and UNT policies prohibit discrimination on the basis of sex as well as sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking and/or sexual assault, there are campus resources available to provide support and assistance. The Survivor Advocates can be reached at SurvivorAdvocate@unt.edu or by calling the Dean of Students Office at 940-565-2648. Visit [Title IX Student Information](#) for more resources.

Undocumented Students

Please see UNT's [Resources for DACA Students](#) web page for more information.

Carrying of Concealed Handguns on Campus

The University of North Texas is committed to providing a safe environment for students, faculty, staff, and visitors, and to respecting the right of individuals who are licensed to carry **a concealed handgun** where permitted by law. Individuals who are licensed to carry may do so on campus premises except in locations and at activities prohibited by law or by this policy. To learn more, read [the complete policy](#).

Web Accessibility and Privacy

Please find the web accessibility and privacy statements for UNT, Canvas, and all CLEAR supported technologies below.

- UNT Web Accessibility Policy
- UNT Privacy Statement
- Canvas/Instructure Accessibility Statement
- Canvas Instructure Privacy Policy
- See [CLEAR's Supported Technologies web page](#) for links to Accessibility Statements and Privacy Policies.

Retention of Student Records

I maintain student records pertaining to this course in a secure location. All records such as assignments and activities submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed through the Canvas online system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their individual record; however, **information about students' records will not be divulged to other individuals, including parents and legal spouses, without proper written consent.** Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the university's policy.

Emergency Notification & Procedures

UNT uses a system called [Eagle Alert](#) to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials. UNT will probably also notify you by:

- providing the information to campus telephone operators
- posting a message to the university web site
- posting a message on the [UNT Facebook page](#).
- tweeting a message from [@UNTEagleAlert](#)
- sending campus emails
- informing news media

Technical Support Services

The following information has been provided to assist you with the technological aspect of the course:

- [Technical Communication Tech Lab](#)
- [UNT Help Desk](#)
- [Canvas Support](#)
- [Computer and Internet Literacy](#)
- For more advanced software (Adobe Creative Suite), consult the appropriate online documentation, DIY online resources, or your free access to [LinkedIn Learning](#).

Academic Support Services

The following information has been provided to assist you with the academic aspects of the course, including writing consultations:

- The [UNT Academic Resource Center](#), which provides links to the bookstore, registration and advising information, tuition information, financial aid, and more.
- The [UNT Academic Success Center](#), which offers academic support services and free individual tutoring.
- [UNT Writing Lab](#)
- [Technical Communication Comm Lab](#)
- [UNT MathLab](#)

Student Services

The following information has been provided to assist you with the student experience at UNT, including various support services:

- [Multicultural Center](#)
- [Counseling and Testing Services](#)
- [Student Affairs Care Team](#)
- [Student Health and Wellness Center](#)
- [Pride Alliance](#)
- [Student Legal Services](#)
- [UNT Food Pantry](#)

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TECM 4100 Fall 2020 Schedule

WWBP=Writing Winning Business Proposals; PWS=Professional Writing and Speaking; Other Readings on Canvas; **Bolded items are due by midnight**

Date	Topics	Read Before Class	Watch Before Class	Do Before Class
8/26	<ul style="list-style-type: none"> • Policies, Schedule, and Canvas • Proposals 	<ul style="list-style-type: none"> • Course Policies and Schedule 	<ul style="list-style-type: none"> • None 	<ul style="list-style-type: none"> • None
9/2	<ul style="list-style-type: none"> • Proposals v. Reports • Punctuation • Proposal Structure • Proposal Analysis Assignment 	<ul style="list-style-type: none"> • Freed and Roberts, p. 317–328 • PWS, pp. 395–405 • WWBP Intro, Ch. 1 	<ul style="list-style-type: none"> • Proposal Types and Their Generic Structure 	<ul style="list-style-type: none"> • Prep 1
9/9	<ul style="list-style-type: none"> • Case, Agreement, Tense, Numbers, and Capitalization • Baseline Logic • Aligning the Baseline Logic 	<ul style="list-style-type: none"> • WWBP, Chapter 2–3 • PWS, pp. 405–417 	<ul style="list-style-type: none"> • The Baseline Logic • Aligning the Baseline Logic 	<ul style="list-style-type: none"> • Prep 2
9/16	<ul style="list-style-type: none"> • Composing Business Messages • Memos Format 	<ul style="list-style-type: none"> • PWS, Chapters 3, 5, 9 and Appendix B 	<ul style="list-style-type: none"> • Composing and Revising Messages 	<ul style="list-style-type: none"> • Prep 3
9/23	<ul style="list-style-type: none"> • Grant Proposal Organizations • Grant Proposal Funders • Grant Proposal Assignment 	<ul style="list-style-type: none"> • PWS, Chapter 8 	<ul style="list-style-type: none"> • Grant Proposal Organizations • Grant Proposal Funders 	<ul style="list-style-type: none"> • Prep 4 • Proposal Analysis
9/30	<ul style="list-style-type: none"> • Analyzing Stakeholders • Developing Themes 	<ul style="list-style-type: none"> • WWBP, Chapters 6 and 7; Appendix G • PWS, Chapter 2 	<ul style="list-style-type: none"> • Analyzing Stakeholders • Developing Themes 	<ul style="list-style-type: none"> • Prep 5 • Strategic Planning Worksheet
10/7	<ul style="list-style-type: none"> • Logic Trees • Objectives Slot 	<ul style="list-style-type: none"> • WWBP, Chapters 4 and 5 	<ul style="list-style-type: none"> • Using a Measurable-Results Orientation • Developing a Methodology Tree 	<ul style="list-style-type: none"> • Prep 6 • Worksheets and Logic Tree Draft
10/14	<ul style="list-style-type: none"> • Situation Slot 	<ul style="list-style-type: none"> • WWBP, Chapter 9 	<ul style="list-style-type: none"> • Business Plan Situation and Objectives Slots • Grant Proposal Situation and Objectives Slots 	<ul style="list-style-type: none"> • Prep 7 • Proposal Worksheets and Trees
10/21	<ul style="list-style-type: none"> • PIP • Methods Slot 	<ul style="list-style-type: none"> • WWBP, Ch. 10 	<ul style="list-style-type: none"> • Business Plans Methods Slot • Grant Proposal Methods Slot 	<ul style="list-style-type: none"> • Prep 8 • Situation and Objectives Slot Draft
10/28	<ul style="list-style-type: none"> • Qualifications Slot 	<ul style="list-style-type: none"> • WWBP, Ch. 11 	<ul style="list-style-type: none"> • Business Plans Qualifications Slot • Grant Proposal Qualifications Slot 	<ul style="list-style-type: none"> • Prep 9 • Situation and Objectives Slot
11/4	<ul style="list-style-type: none"> • Fees Slot 	<ul style="list-style-type: none"> • None 	<ul style="list-style-type: none"> • Business Plans Fees Slot • Grant Proposal Fees Slot 	<ul style="list-style-type: none"> • Prep 10 • Methods Slot Draft
11/11	<ul style="list-style-type: none"> • Benefits Slot 	<ul style="list-style-type: none"> • WWBP, Ch. 12 	<ul style="list-style-type: none"> • Business Plans Benefits Slot • Grant Proposal Benefits Slot 	<ul style="list-style-type: none"> • Prep 11 • Methods Slot
11/18	<ul style="list-style-type: none"> • Design • Visuals 	<ul style="list-style-type: none"> • PWS, Chapter 4 	<ul style="list-style-type: none"> • None 	<ul style="list-style-type: none"> • Prep 12 • Qualifications and Benefits Slots Draft
11/25	<ul style="list-style-type: none"> • Formal Document Format 	<ul style="list-style-type: none"> • PWS, Appendix B • Documentation (on Canvas) 	<ul style="list-style-type: none"> • Formal Document Formatting 	<ul style="list-style-type: none"> • Prep 13 • Qualifications and Benefits Slots
11/30–12/4	<ul style="list-style-type: none"> • Online Zoom Conferences 	<ul style="list-style-type: none"> • None 	<ul style="list-style-type: none"> • None 	<ul style="list-style-type: none"> • Bring Drafts to Online Conferences
12/9	<ul style="list-style-type: none"> • Final 	<ul style="list-style-type: none"> • None 	<ul style="list-style-type: none"> • None 	<ul style="list-style-type: none"> • Grant Proposal