

TECM 5170: Grants and Proposals

Instructor Information

Instructor	Dr. Ryan Boettger
Office Hours	4-5pm Mondays and Tuesdays and by appointment
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Description

Grants and 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, request for proposal analyses, writing and editing proposals, and workshops. Opportunities for granting in conjunction with UNT researchers or community members will be available.

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 one required text for this course:

- Freed, Richard C., Freed, Shervin, & Romano, Joe. *Writing Winning Business Proposals: Your Guide to Landing the Client, Making the Sale, and Persuading the Boss*. McGraw-Hill. 2011.

Supplemental readings will be linked off the calendar page.

For non-majors

If you've never taken a technical writing class before, I recommend you purchase an old edition of a popular generalist textbook. Some good choices include Oliu, Brusaw & Alred's *Writing That Works*, Johnson-Sheehan's *Technical Communication Today*, or Markel's *Technical Communication*.

Assignments

The course assignments are designed to provide you with the opportunity to demonstrate and develop your writing abilities and increase in complexity. Below is a list of the major assignments you will complete in this course and their grade weights.

- Proposal Analysis (15%)
- Scholarship Application (20%)
- Major Grant Project (30%)
- Editing a Major Proposal (10%)
- Professionalism, Activities, and Discussion (25%)

Grading

The general grading criteria serve as general guidelines for all course assignments.

"A" (90-100%): A manager would be very impressed and would remember the work when a promotion is discussed. In this course, that means work that is a pleasure to read, with excellent content, grammar, sentence structure, mechanics, and visual design. In addition, work is thorough, complete, coherent, well organized, supported sufficiently, and demonstrates a superior understanding of audience, purpose, and rationale.

"B" (80-89%): A manager would be satisfied with the job, but not especially impressed. This means that papers are well written and well produced, and demonstrate a substantial addition to the learning process. Work is sufficiently developed, organized, and supported, and demonstrates a solid understanding of audience, purpose, and rationale.

"C" (70-79%): A manager would be disappointed and ask you to revise or rewrite sections before allowing clients and others to see the work. In other words, the paper may have clear, but underdeveloped ideas, or the paper might not engage or affect the reader. The paper may contain some errors in grammar, mechanics, or logic.

"D" (60-69%): A manager would be troubled by the poor quality of work. This level of work forces the reader to work too hard to understand the main ideas. The paper may contain incomplete information, have serious grammar and mechanical problems, lack clear organization, or be conceptually unclear.

"F" (0-59%): A manager would start looking for someone to replace you. In particular, work fails to address the tasks of the assignment, is so underdeveloped as to demonstrate incompetence, and is mechanically and grammatically incomprehensible. This grade will also be assigned for any evidence of plagiarism.

The following grading scale correlates to the persuasiveness of your grant. (Grading scale introduced in the Week 7 class lecture).

- 90-100% = draft is competitive but could still benefit from some revision
- 80-89% = draft is near competitive but needs some tweaking before it's submitted
- 70-79% = draft is potentially competitive, but there's too many underdeveloped ideas to know for sure.

Revision Policy

Grant and proposal writing varies significantly from traditional academic writing. This new style of writing includes more persuasive and marketing writing than you're probably used to. Likewise, the organizational structures of grants and proposals vary from traditional research papers. It's more important that you internalize these new concepts at some point in the semester rather than at a particular point in the semester.

Therefore, you may revise your scholarship, MGP #1, and MGP #2 up to two times. You have two full weeks to revise each. Here's how your final assignment grade will be calculated:

- 100% (original draft)
- 20%-80% (original draft grade + revision grade)
- 20%-20%-60% (original draft grade + first revision grade + final revision grade)

Attendance

Your presence in this course is mandatory not optional. You are required to sign the attendance sheet at the beginning of each class. Failure to sign the attendance sheet will result in an absence even if you are present that day in class.

Any student who accumulates 4 absences during the semester will be dropped from the course via a formal written request to the college dean. You will be notified at absence #3 that a drop is pending. If you have missed 4 classes, you have missed 25% of the semester. You will not have received sufficient exposure to the material to meet the goals and learning outcomes of the course.

Lates (tardies): These may be logged and can result in a lowered grade should they begin to accumulate. If, for example, a participation grade or quiz is given during the first 15 minutes and a student arrives late, a grade of zero (0) will be received for that assignment.

Leaving Class: Any student who leaves before the class has ended without my prior approval will automatically receive an absence for that day.

General Technology Requirements

As this is a graduate-level course, you are expected to be familiar with the day-to-day operation of computers including email (and sending attachments) and standard software. If you need to develop your computer skills, please consider signing up for the courses offered by the Computer and Information Technology Center.

You are also expected to have regular access to computing technology whether it be your computer at home or the computers provided by the Library. There are 14 computer labs on campus, including one 24-hour lab should the library be closed.

It is your responsibility to ensure that the computer(s) and disk(s) you use are functional and that you have, in the case of technological failure, backed up your data.

As a student at UNT, you can back up data, up to 25 GB, through SkyDrive. A corrupted disk or crashed hard drive does not constitute an excuse for late or unsubmitted work. If you need to bring electronic files to class, please email them to yourself as attachments or use the SkyDrive available through your EagleConnect account.

All students must have a valid UNT email address. You can forward your UNT email to your regular account (Hotmail, Yahoo, etc.), should you not wish to directly check your UNT account. It is also your responsibility to check your email regularly. I often use email to send class emails, including notices, updates, and advisories.

Assignment Submission

Format

I only accept assignments through email unless specified otherwise.

Deadlines

Your assignments must be emailed at beginning of class on the designated due date unless specified otherwise.

You will lose one letter grade (or 10%) per calendar day late for major assignments. If extenuating circumstances apply, your work will be due the day after you return from your athletic event or the day after you attend the emergency appointment or funeral.

You will fail the class if you do not attempt and submit ALL major assignments. Assignments more than a week (7 days) late automatically receive a grade of zero (0). It is your responsibility to turn in your work on time. Computer-related excuses will not be accepted.

Lastly, you may not use program templates (e.g., Word templates) to format any of your documents — these don't encourage you to learn the programs and generally result in dull, unpersuasive documents.

Classroom 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 Center for Student Rights and Responsibilities 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, etc. The Code of Student Conduct can be found at <www.unt.edu/csrr>.

Academic Dishonesty & Integrity

It is your responsibility to become familiar with UNT's Policy of Academic Dishonesty.

This policy defines the following forms of academic dishonesty:

- **Cheating** intentionally using or attempting to use unauthorized materials, information, or study aids in any academic exercise. The term academic exercise includes all forms of work submitted for credit or hours.
- **Plagiarism** the deliberate adoption or reproduction of ideas, words, or statements of another person as one's own without acknowledgement.
- **Fabrication** intentional and unauthorized falsification or invention of any information or citation in an academic exercise.
- **Facilitating** academic dishonesty intentionally or knowingly helping or attempting to help another to violate a provision of the institutional code of academic integrity.

If any course material is submitted that violates this policy of academic dishonesty, the assignment will receive a grade of "F" and appropriate judicial action will be filed. This action includes a report of academic misconduct to your college Dean and possible dismissal from The University of North Texas. There are no first-offense warnings regarding plagiarism.

As this is a graduate level course it is expected that plagiarism and the correct use (citation) of other's ideas (including print, digital, images, and other media) are fully understood. Contact me if you're ever confused about what constitutes academic dishonesty. Misunderstandings, miscommunication, oversights, or lack of comprehension as to what constitutes academic dishonesty is not accepted in this course.

Accommodations (Special Arrangements)

UNT Office of Disability Accommodations

Any student who, because of a disability, may require special arrangements in order to meet course requirements should contact me as soon as possible to make necessary accommodations.

UNT's Office of Disability Accommodations offers a variety of services but require qualified students to follow an application process. Please check their Web site for more information on these procedures and their deadlines.

New ODA policy – The University of North Texas is on record as being committed to both the spirit and letter of federal equal opportunity legislation; reference Public Law 92-112 – The Rehabilitation Act of 1973 as amended. With the passage of new federal legislation entitled Americans with Disabilities Act (ADA), pursuant to section 504 of the Rehabilitation Act, there is renewed focus on providing this population with the same opportunities enjoyed by all citizens.

Religious Holidays

Students needing to miss class due to the observance of an officially recognized religious holy day are asked to consult with me in advance so we can schedule missed work accordingly.

TECM 5170

Grant and Proposal Writing Summer 2022 (8W2)

Below is the topic and reading schedule for this semester. The schedule is subject to change based on our progress over these next eight weeks.

Unless otherwise noted, mid-week activities are due by 11:59pm on Wednesdays, and end-of-week activities are due by 11:59pm on Sundays. Major assignments are always due on Sundays.

Week (Date)	Topic	Readings	Mid-Week Activities	End-of-Week Activities
Week 1 (Jun 6–Jun 12)	Intro to grants and proposals, baseline logic	<ul style="list-style-type: none">• Preface and Intro, Freed et al.• Chs 1 and 2, Freed et al.	<ul style="list-style-type: none">• Introduce yourself	<ul style="list-style-type: none">• Baseline logic analysis and discussion
Week 2 (Jun 13–Jun 19)	Generic slots, academic grants, business proposals, and non-profit grants	<ul style="list-style-type: none">• Chs 3 and 4, Freed et al.	<ul style="list-style-type: none">• Brainstorm your major grant/proposal project	<ul style="list-style-type: none">• Proposal analysis
Week 3 (Jun 20–Jun 26)	Features and benefits, scholarship applications		<ul style="list-style-type: none">• Proposal analysis discussion	<ul style="list-style-type: none">• Scholarship application (draft)
Week 4 (Jun 27–Jul 3)	Persuasion techniques, writing a scholarship app		<ul style="list-style-type: none">• Edit of Scholarship (draft)	<ul style="list-style-type: none">• Scholarship application (final)
Week 5 (Jul 4–Jul 10)	RFP analysis, situation and objectives slots	<ul style="list-style-type: none">• Chs 7 and 9, Freed et al.	<ul style="list-style-type: none">• Comment on your RFP	<ul style="list-style-type: none">• Situation and objectives slot
Week 6 (Jul 11–Jul 17)	Methods and qualifications slots, SWOT analysis	<ul style="list-style-type: none">• Chs 10 and 6, Freed et al.	<ul style="list-style-type: none">• Methods slot	<ul style="list-style-type: none">• Qualifications slot
Week 7 (Jul 18–Jul 24)	Green Team Reviews, dealing with feedback	<ul style="list-style-type: none">• Chs 8 and 14, Freed et al.	<ul style="list-style-type: none">• Green Team Review	
Week 8 (Jul 25–Jul 29)	Formatting a proposal, contract proposal writer	<ul style="list-style-type: none">• Berleamt “Does typography affect proposal assessment?”• Brumberger, “The persona of typeface and text”	<ul style="list-style-type: none">• Edit of MGP (draft)	<ul style="list-style-type: none">• MGP (final) <p>(NOTE: Assignment is due on Saturday, Jul 30 by 11:59pm)</p>