

Project 3: The Proposal – Individual (30 points total)

Purpose: Conduct inquiry-based research on a problem facing the greater Baltimore area and propose some solutions to this problem.

Audience: Your instructor, your peers, the stakeholders of the project

There are five parts to this assignment. In order for the assignment to pass, you must submit all five parts:

1. The audience analysis: reference the Project 1 assignment sheet for tables
2. The proposal or information report: 2,500 words, or about 10 pages, for 20 points
3. The annotated bibliography: reference the Purdue OWL for examples
4. The individual assignment reflection: details begin on page 4 of this assignment sheet
5. The PowerPoint presentation: 15-minute presentation, or about 17 slides, for 10 points

Your audience analysis, proposal, annotated bibliography, and reflection will be due at your presentation on our final exam day.

The Assignment

This semester, we have discussed workplace ethics and professional writing, specifically how you may find yourself in a position to bring about positive change in your organization or in your community. This assignment will allow you to practice your research and problem-solving skills as you compose a detailed, professional proposal to address a problem facing Baltimore. I strongly suggest that you investigate a problem that relates in some way to your field to give you extra experience in this discipline, but if you would like to branch out, you may. Regardless of your topic, you will conduct research and find out as much as you can on the following:

- Causes of the problem and other contributing factors
- Other background information, such as past solutions
- People/institutions involved in the situation: decision makers and stakeholders
- Current possible solutions to the problem

Once you have conducted thorough research on the problem, propose one or two feasible solutions to address that problem. Focus on grassroots, affordable solutions rather than throwing money at the issue.

In addition to developing an audience analysis, you will write an annotated bibliography for this assignment. For your annotated bibliography, provide four types of information for each source:

1. Citation information
2. Summary
3. Evaluation
4. Reflection

For the summary, evaluation, and reflection section of the source listings, you may choose to write just **one sentence for each category of information**. Please use the Purdue OWL annotated bibliography resource for longer samples.

PowerPoint Presentation

Your presentation should be fifteen minutes long and should be composed in PowerPoint. You are required to dress in business casual attire. The goal of your presentation will be to persuade audience members to accept your solutions. Use the guidelines for PowerPoint presentations in the Anderson text and on the Purdue OWL to help you compose your talk.

Assignment Goals

The goals of this assignment are as follows:

1. Demonstrate your ability to conduct inquiry-based research on a local problem and propose one or two plausible solutions to that problem
2. Demonstrate your ability to select and analyze credible sources of information
3. Demonstrate your ability to follow a research-based writing process to compose a professional report that follows MLA, APA, or CMS standards for in-text citation and the Annotated Bibliography.

The Content

For this report, you will investigate a local problem, and you will investigate possible solutions to this problem. When composing your proposal, you should first fully explain the problem and then propose and explain solutions to that problem. Your research will be inquiry-driven, so you will have research questions on the problem you are investigating. These research questions will help you form your hypothesis about your problem, and *then* you will form a thesis to propose your solutions. Research questions will also drive the information report option. You may read more about proposals in Anderson's chapter 24.

Some problems you could investigate are in the table below. **The table also includes retired topics—topics that you should probably avoid.** If you feel very strongly about one of the retired topics, speak with me about why we should un-retire that topic for you. Again, you may also want to match up your topic with the subject you are studying here at Loyola. For instance, if you are majoring in business, you may want to investigate the reasons more businesses do not open locations in urban locations. If you intend to become a teacher, you may want to investigate issues facing local public education.

Possible Topics

- Health access in Baltimore City
- The digital divide in Baltimore City
- Redlining in Baltimore City
- Blockbusting in Baltimore City
- Literacy issues
- Violence issues
- Issues involving Freddie Gray
- Environmental issues
- Voting issues (gerrymandering, low turnout)
- Domestic abuse and sports
- Campus violence/discrimination
- Campus substance abuse
- Unethical business practices

Retired Topics

- Reducing college tuition
- Campus food issues
- **The Chesapeake Bay**
- Legalizing pot
- Campus parking
- Topics lacking exigency (*kairos*)

Here are some ideas you can use to further prompt inquiry questions into the problem:

- What is the problem?
- Define the problem
- Describe how this problem most often occurs from beginning to end
- Who is affected by this a problem? (decision makers and stakeholders)
- How big of a problem is it?
- What contributes to the problem?
- Where does the problem occur?
- When has the problem occurred?
- How has the problem changed over time?
- What has changed recently to make this a problem?
- Who has tried to solve the problem in the past?
- What were the solutions?
- What were the costs and who paid?
- How well have past solutions worked?

The Format

This proposal must adhere to MLA, APA, or CMS guidelines and must be around 2,500 words. Create an Annotated Bibliography and please follow MLA, APA, or CMS standards for in-text and end-of-text citation. The proposal will be titled, typed in 12 point Times New Roman (or similar font), double-spaced, with 1-inch margins.

Grammar/mechanics rubric: for every 5 errors, I will deduct 1 point.

At the top of page 1, please type the following statement and sign your name: "I understand and will uphold the ideals of academic honesty as stated in the Honor Code."

You must use at least *ten* sources broken down into the following categories:

- *Three scholarly sources:* Scholarly sources include peer-reviewed journals (*Computers and Composition, Technical Communication Quarterly*). These should be no more than seven years old unless you are using the source to discuss the background of the issue.
- *Three journalistic sources:* Journalistic sources are written by journalists, so examples of these would be articles from *The Baltimore Sun, The New York Times, The Washington Post, Time Magazine*, etc. These should be no more than five years old unless you are using the source to discuss the background of the issue.
- *Two online source:* Online sources include *credible* government websites or reports, reports posted by think tanks (Center for American Progress, The Heritage Foundation, etc.), university websites and studies, or information web pages. These should be no more than five years old unless you are using the source to discuss the background of the issue.
- *Two books:* Books include print publications from the LND library that are authored by experts, edited collections, or ILLED texts from other libraries. These should be no more than ten years old unless you are using the source to discuss the background of the issue.

* Wikipedia and online encyclopedias are acceptable resources to use to *begin* research, but they are not good to use as cited sources for this project.

Revision

You will have the chance to revise drafts of Project 3 during the last few weeks of the term. However, since the final draft of Project 3 is due on our final exam day, you will not have a chance to revise it once it is submitted. From Projects 1 and 2, you may choose **one** document to revise. Your revision will be due with Project 3 and your PowerPoint presentation on our final exam day.

Reflection Prompts

During the semester, we will think and write about our experiences through structured reflections following the “Three What” model. While I don’t expect you to write extensively for each reflection, I do expect you to address each area (What? So What? Now What?) and use the prompts as a way to think deeply about your experiences and connect them with our course readings. These reflections should be at least one single-spaced page.

Reflection 1

What?: By this point, you have begun your research on the local problem you have chosen to investigate and address. What has happened so far with your research? How do you feel about the project and what you’re learning? What challenges are you facing in your research?

So What?: Why/how have these experiences been meaningful for you? What have you learned from them? Did you notice overlap between class readings and your experiences? If so, what were they?

Now What?: Did you notice anything about your research that relates to your goals and expectations for a career or graduate school? How do you plan to apply what you learned from the experience and your class readings to your work in this class in for your project for the latter part of the term? What do you plan to do to overcome the challenges and problems you outlined in the What? section above?

Reflection 2

What?: By this point, you have probably completed most of the research for your project. What have you learned so far from this research? How do you feel about these experiences? What more do you have to do?

So What?: Why/how have these experiences been meaningful for you? What have you learned from them? Did you notice overlap between class readings and your experiences? If so, what were they?

Now What?: What do you plan to do next to ensure a successful outcome for your project?

Reflection 3

What?: By this point, you are done with your work for your project and the class. What did you learn from your project and during the term that surprised you? How do you think writing might connect to your future plans for graduate school or employment?

So What?: What was the most meaningful part of your proposal project? Why? What was the most meaningful part of the class? Why?

Now What?: How might your work on this project impact your actions in the future? What skills might you apply to your time in graduate school or on the job? How might you use your skills in research and writing to help others at work and/or in the community?