

WRTG 394 students,

In preparation for writing assignment #3, you have identified a problem or need in your workplace or in your community for which you would like to recommend a solution.

Your next step is to write a *proposal memo*. The memo is to be read by a decision-maker or group of decision-makers. This decision-maker or group of decision-makers will approve or turn down the proposal based on the information in the memo.

For writing assignment #3, you will write the proposal memo. In this proposal memo, you will seek approval to begin work on this project, which will include an investment of your time to conduct primary and secondary research.

Your goal in writing the memo is to receive formal permission from these decision-makers by convincing them that, first, there is legitimate problem or need to be addressed and, second, that there are reasonable recommendations and solutions that make sense for your company or community organization.

- The **introduction** of the memo should clearly state that you are proposing to carry out a study. The introduction should also make reference to any previous discussions you have had about your plans with any individuals named in the memo's header.
- The **body** of the memo should have the following information:
 - the **background** of the problem or need
 - the **benefits** to the company or community that will accrue by virtue of you doing this study
 - **how you will conduct** the study (methods and procedures; these are especially important if you will be doing any internal surveying, interviewing, or data collection)
 - the **amount of time** you will need to invest in doing this work as well as any **budget** or help you will need
 - **what** you will deliver at the end of the process and **when** you will deliver it
 - **your qualifications and experience** that will enable you to be successful in this endeavor
- The **conclusion** should contain the formal request for approval. It should also remind the decision-makers of the benefits that will accrue due to your work.

Assignment Rubric:

Formatting of the memo	Excellent	Good	Fair	Needs improvement	Does not pass
The memorandum follows standard conventions for its header, including the Date, To, From, and Subject lines	10 points	8 points	7 points	6 points	5 points
Audience	Excellent	Good	Fair	Needs improvement	Does not pass
The memo is written to a specific decision-maker	15 points	12 points	10 points	7 points	5 points
Introduction of the memo	Excellent	Good	Fair	Needs improvement	Does not pass
The introduction states that the writer is proposing to carry out a study	3 points	2 points	1.5 points	1 point	0 points
Body of the memo	Excellent	Good	Fair	Needs improvement	Does not pass
The memo describes the background of the problem or need	15 points	12 points	10 points	7 points	5 points
The memo describes the benefits to the company or community	10 points	8 points	7 points	6 points	5 points
The memo indicates how the writer will conduct the study, including details of primary and secondary research involved	10 points	8 points	7 points	6 points	5 points
The memo indicates the amount of time that will be needed	5 points	4 points	3 points	2 points	1 point
The memo indicates any resources (budget, support, personnel, etc.) needed for successful completion of the project	5 points	4 points	3 points	2 points	1 point
The memo provides a date and method of delivery of the final product: the research-based persuasive report	2 points	1.5 points	1 point	0.5 points	0 points
Conclusion of memo	Excellent	Good	Fair	Needs improvement	Does not pass
The conclusion contains a formal request for approval.	5 points	4 points	3 points	2 points	1 point
The conclusion reminds the decision-makers of the benefits that will accrue from the work being proposed	5 points	4 points	3 points	2 points	1 point
Grammar and mechanics	Excellent	Good	Fair	Needs improvement	Does not pass
The conventions of Standard Written English, including usage and punctuation, are maintained throughout the document	15 points	12 points	10 points	7 points	5 points
Overall Score	Excellent 90 or more	Good 80 or more	Fair 70 or more	Needs Improvement 60 or more	Does not pass 0 or more