GENERAL INFORMATION: Function: the proposal may function in at least three ways: as a means of communicating the writer's intentions, as a plan, and as a contract. The writer should ensure that the proposal communicates the plan to those who will provide consultation, give consent, or disburse funds. The action based on the proposal can be no better than the plan. The writer should ensure that the proposal sends forth the plan in step-by-step detail. A completed proposal, approved and signed by all necessary individuals, is a contract.

SPECIFIC TASKS

Introducing the Proposal: Proposals should be introduced by a short, meticulously devised statement that establishes the overall area of concern, arouses interest, and communicates information essential to the reader's comprehension of what follows.

Stating the Question/Issue: Early in the proposal, often in the introductory paragraph(s), it is wise to set forth an explicit statement of the question/issue to which the proposal will be directed.

Providing a Rationale: The proposal should explain why the question/issue under consideration is worthwhile. The author may point to the utility of results or what might be contributed in other ways by pursuing the proposal.

Delimitations and Limitations: Often a listing of delimitations and limitations is required to clarify the proposal. Delimit literally means to define the limits inherent in the proposal.

Explaining Procedures: All proposals must embody a plan for the careful and systematic execution of the activities proposed. The portion dealing with procedures will be subject to close scrutiny.

Supplemental Materials: Supplemental material helpful to the understanding of the main themes of the proposal may be placed in the appendix.

Assignment: Write a 500 to 1,000 word proposal for one of the following:

   a. new product
   b. departmental reorganization
   c. system improvement for a business

General Information/Assignment: The cover letter should include an introduction which presents the reasons why the student would like to take the English 210 Credit by exam. The body of the letter should include a brief overview of the projects in the portfolio, one paragraph per project. The conclusion of the letter should be a summary of the student's progress as he/she created the work for the portfolio.
**English 210**  
**Credit by Examination**  
**Memo Assignment for Portfolio**

**General Information:** Memos are standard forms of communication within most organizations and may become your most common business communication medium. Memos inform employees, request data, supply responses, confirm decisions, and give directions.

**Rubric:** Memos share the following characteristics:

- To, From, Date, and Subject Headings
- Single Topic
- Conversational Tone
- Conciseness
- Graphic Highlighting
- Length: no longer than one page.

The opening paragraph immediately states the purpose (subject line info expanded). The body paragraphs explain details. Readability is enhanced by short sentences, short paragraphs, and parallel construction of similar ideas. Information is easy to comprehend due to graphic highlighting (bullets, numbering). The closing paragraph requests action and includes a deadline if appropriate. It provides summary of important points or closing thought.

**Memo Assignment:** Your boss, Fred Knox, had scheduled three appointments to interview applicants for an accounting position. All these appointments were for Friday, October 7. However, he now must travel to Philadelphia on that weekend. He asks you to reschedule all the appointments for one week later. He also wants a brief summary of the background of each candidate.

You call each person and arrange these time. Paul Scheffel, who has been an accountant for 15 years with Bechtel Corporation, agreed to come at 10:30 a.m. Mark Cunningham, who is a CPA and a consultant to many companies, will come at 11:30. Geraldine Simpson, who has a B.A. degree and 8 years experience in payroll accounting, will come at 9:30 a.m. You're wondering if Mr. Knox forgot to include Don Stastry, operations personnel officer, in these interviews. Mr. Stastry usually is part of the selection process.

Write a memo to Mr. Knox including all the vital information he needs.

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**Work Cited**  
General Information: A process document is a set of instructions, in prose form, which directs a person, step by step, in performing a process. The language of instructions is in the form of commands: "Turn this" or "push that." An explanation of a process, however, strives to make the reader understand the process--how, where, and why it is performed.

The process document should include these basic elements:
1. note preceding the description
2. title
3. General introduction
   - what is the process
   - what is its function
   - where and when does it take place
4. step by step description
5. conclusion

Assignment: write a 500 to 1,000 word description of one of the following processes or a similar process with which you are familiar. Include graphics as appropriate. In a note preceding the description, specify your audience and indicate the type of description (general or particular) you are writing. If you use secondary sources, cite them properly using MLA format.

- an accounting cycle
- a production procedure
- a collaborative problem-solving approach
- how to troubleshoot a business problem
General Information: The most persuasive resumes emphasize skills and achievements aimed at a particular job or company. They show a candidate's most important qualifications first, and they deemphasize any weaknesses. In arranging the parts, try to create as few headings as possible to avoid a cluttered look. A resume is generally comprised of the following:

Main Heading--your resume should begin with your name, address, phone number, and/or email address. Don't include the word "Resume" in the heading--it is unnecessary.

Career Objective--this line should be omitted if you are not applying for a specific job. If you have a specific position in mind, your career objective line sums up, in one line, your goals as to that position.

Education--include this section next if it is more noteworthy than your work experience. If you have more work experience that is pertinent to the position you are applying for, list Work Experience after the Main Heading or Career Objective line. However, Education information should include name and location of schools, dates of attendance, major fields of study, and degrees received. GPA is optional.

Work Experience--List your most recent employment first and work backwards. Include employer's name, city, and state; dates of employment; most important job title; significant duties, activities, accomplishments; and promotions.

Capabilities and Skills--list special skills you possess that are relevant to the position for which you are applying.

References--If references are requested for the job you are applying for, list them by name, title, address, and phone number. Do not write "References available upon request."

Assignment: Write a resume specific to a job in your major field of study. Include references.