

Organizational Proposal Project

In teams of four or five members, create a 10-15-page written proposal to recommend a feasible change at your organization (St. Edward's University). The change you recommend should improve some aspect in processes, procedures, products, people, or structure based on your assessment of current events, policies, or infrastructure at our organization or based on an expressed need for improvement by a department, office, or sector of the university. For example, you could research and recommend a change to topper tender policies, parking policies and facilities, study abroad procedures, dining facilities and pricing, registration system, student life events, or any other area where you feel there could be operational improvement or where university representatives have expressed a problem that needs to be solved.

Your final report should include the following:

- I. *Cover Letter (1 page max)
- II. Executive Summary
- III. 10-15 page report that follows APA guidelines and includes the following major sections:
 - Introduction
 - Scope of the Problem
 - Proposed Initiative
 - Cost Projections
 - Timeline and Implementation
 - Conclusion and Recommendations
 - References

*The cover letter should identify your reasons for doing this research and why you are interested in the topic of the proposal. Very briefly summarize the contents of the proposal and end with a persuasive pitch of why your research can be useful. Conclude with a polite suggestion of how you would like the reader to use the information in your report.

Research Requirement

Your proposal should include research of benchmark institutions that have had similar initiatives in addition to other secondary sources that can include authoritative business sources and internet sources to substantiate your arguments, evidence, and/or pitch.

- 3-5 secondary sources are required and must be noted in the references page of the report

Suggestions for Developing Your Proposal

Proposal topics for each team will vary considerably but here are some general suggestions for developing your proposal:

- Provide an effective introduction that establishes the importance of the topic for the university. Identify the problem and its scope (why is the current system inefficient or needing improvement). Include an overview of your proposal for the reader (what your proposal will cover, what it contains, and how you want the reader to use the information).
- Describe in detail the recommended change and why it would be beneficial or improve the current system at this time (cite sources if possible to substantiate the changes you are

advocating). For example, you can cite precedents of other organizations that have been successful with similar initiatives (raised profits, boosted student/employee morale, productivity, etc.). Be sure to have a clear description of what change or initiative you want the organization to implement or accept. Who will the change impact? Who will it benefit? Who will it disadvantage if any? Why do the overall benefits outweigh any negatives?

- Include an estimate or projection of what it would cost to make the change (monetary, materials, staffing hours/additional employees) and provide a projected itemized budget for these costs. You will have to be resourceful researchers to obtain this data but I know you can do it!
- Provide a timeline of when and how this change could be implemented (on a specific launch date, in several phases, starting with one particular student population and then phasing in the rest, or some other implementation strategy)?
- Provide a conclusion with succinct recommendations based on your research. Include a persuasive pitch for why the time is right for this change at St. Edward's and why it is beneficial for St. Edward's as an organization in the short-term, long-term, etc. Restate the importance of this proposed change and how your initiative could help solve a current problem or bring organizational improvements in operations, morale, productivity or other area.

Please use subheadings for each major section (Introduction; Scope of the Problem; Proposed Initiative; Cost Projections; Timeline and Implementation; Conclusion and Recommendations) Be sure to also have good topic/transition sentences that introduce the subject of each paragraph or section. Follow APA guidelines and be a careful editor and proofreader.

This proposal must show excellent attention to detail. Remember: everything counts!--substantive content as well as the minutia at the sentence level (mechanics, grammar) as well as the aesthetics and cleanliness of the final copy. Proofread your proposals carefully and make them reflect your greatest effort! I encourage you to visit the writing center for a consultation to get feedback on preliminary drafts of your proposal. Thank you!

Sample cover letter content (use formal letter format):

Business Students Research Group
St. Edward's University
The Bill Munday School of Business
Vanessa Garcia, Team Leader
(512) 424-2789
vgarci@stedwards.edu

December 2, 2016

Thomas Smith, MBA
Director of Facilities
St. Edward's University
Campus Mailbox 234
thomsm@stedwards.edu


Dear Mr. Smith,

Please accept the attached unsolicited proposal for your consideration. It is a project for a Business Communication course where four other team members and I conducted research to identify ways the university can improve student parking on campus.

In the report you will see that we explored possible solutions to commuter parking-lot overcrowding. The findings of our benchmark-institution-based research support our final recommendations to implement a parking system that considers student seniority and the assigning of specific lots based on this seniority. Our proposal describes analysis of the results, cost projections for implementing such a system, as well as a timeline for implementation. To provide balance, we also describe the limitations and challenges of such a system but overall, provide reasons why the time is right for St. Edward's to change its parking structures and policies to improve student satisfaction with parking on campus.


We are grateful in advance for your consideration of this proposal as you continue to map out strategic initiatives that deal with campus parking. Feel free to contact me at the email or telephone number above if you have any questions.


Have a wonderful day,


Vanessa Garcia, Team Leader


Stephen Hennesy


Joseph Arredondo


Haleigh Cummings


Roberto Wong

Enclosure: Organizational Proposal titled, "Recommendations for Improving Student Parking Outcomes at St. Edward's University."