**Proposal for Ashford University – Trip**

**Grade Guidelines for Written Proposal**

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| **Title Page, Table of Contents (linked to headings), Page Numbering** | 0-5 |
| **Introduction**   * Purpose clear, context of proposal provided * Provides roadmap of proposal contents * Sentence one states purpose of proposal * Final sentence tells reader what will happen if proposal accepted | 0-5 |
| **Description of Need**   * Background information to help reader understand need for proposal * Emphasize benefits to participating students, faculty, and Ashford University | 0-5 |
| **Scope**   * Describe limits of project * Provide details about dates and personnel | 0-5 |
| **Methods and Procedures**   * Qualifications established for students to participate * Schedule w/details determined (what to do when there) * Outline of costs for students and institution * Promotional materials students * Testimonials from students and faculty after the experience * Tours, side trips identified * Evaluation of trip developed for students and faculty who participate * Transportation details while there * Fundraising Efforts * Other | 0-20 |
| **Detailed Schedule**   * Estimated timeline for booking travel reservations and accommodations * Estimated timeline for communicating with Disney reps to set up workshops, etc. * Estimated timeline for events outlined in the schedule of activities * Other | 0-10 |
| **Projected Costs**   * Estimated breakdown of expenses (table, chart) * Consider breaking down expenses for students vs. university in a pie chart | 0-10 |
| **Conclusion**   * Summarize rationale for trip proposal * Stress benefits * Impact on future of XYZ Program and students attending Ashford University | 0-10 |
| **Total** | **70** |