**Proposal Structure**

1. Introduction
2. Description of Need within Community
3. Program Implementation
   1. Toolkit containing advertising templates (files), contest guidelines, other?
   2. Special programming –
      1. Earth Day
      2. Speaker
      3. Residence Hall, Faculty/Staff, Online Center
4. Scope of Project
   1. INF 410-Project Management will not implement the toolkit.
5. Methods, Procedures, and Evaluation
   1. Methods – Set focus for Eco AU to inform and involve AU community
   2. Procedures
   3. Evaluation
      1. Who will evaluate the success of this project and how?
         1. Opinion surveys
         2. Contest participation
         3. Community awareness and involvement
            1. Student, teacher, staff participation in programs
         4. Effectiveness of professional skills utilized
         5. Level of financial support
         6. Committee (students, faculty, staff) will evaluate the overall success of the initiative based upon all of the above
         7. Committee (students, faculty, staff) will recommend the continued use of the toolkit, build and maintain interest in Eco AU.
      2. Pitch wins approval to use toolkit for fall 2012
6. Detailed Work Plan and Schedule
7. Qualifications of Individuals
8. Projected Costs
9. Conclusion
10. Other Components (such as Appendices)