

Hi Class-

You did well on your quizzes again. The grades broke down as follows:

100%	21
94%	42
87%	23
80%	18
74%	12
67%	5
60%	1

See you on Oct. 9th--

LCC 3400

Quiz # 2: Proposals

9/25/00

(50 minutes)

The following information applies to the entire quiz:

You are a member of a Georgia Tech University Committee that is proposing an on-line parking space auction to resolve the parking problem at Tech. Your proposal is as follows. Every parking space on campus except handicapped spaces will be numbered and reserved 24 hours a day for a single user. At the beginning of every semester, every numbered space will be offered to the highest bidder during a 24-hour on-line auction. All members of the Tech community: administration, staff, faculty, and students can participate equally in the auction. The funds raised will support parking operations and the creation of new parking spaces. Any surplus funds will be used by Auxiliary Services to expand its services on campus.

Part 1.

Context: Your readers are members of the Tech administration whom you want

to support the proposal. To ensure that busy administrators read your proposal, you want to a document no longer than 3 pages.

1. To ensure that your audience receives the information it needs, the headings following the Introduction should be:

- a. What You Need to Do About the Parking Problem, What it Will Cost, How to Provide Students with Parking Spaces, Required Action
- b. Issue, Options, Context and Attitudes, Implementation
- c. Opportunity to Solve Parking Problem, Economic and Other Benefits to University, Proposed Actions, Expected Results

The best answer is C. Answer A is too demanding to be effective and answer B is too vague.

2. From the following list, select evaluation criteria that would be most effective with this audience. (1) Overview, (2) Introduction, (3) Effect on employee productivity, (4) Feasibility in terms of overall costs and revenues, (5) Time for implementation, (6) Legality and conformity to Regents' Regulations, (7) Safety, (8) Presumed cost to average student (9) Implementation

a. 1, 2, 3, 8

b. 1, 2, 4, 6

c. 1, 2, 5, 8

The best answer is B. Although the Tech administration will be concerned with other issues as well, those most important to them are covered in #s 4 and 6.

3. Within the "implementation" section, you should include a plan for

- implementation, list of costs, list of contractors, integration of work plan with other work plans already scheduled at Tech
- implementation, work schedule, history of university contract work, criteria for evaluating work
- implementation, costs of contractor's jobs done at other institutions, list of sub-contractors, work schedule

The best answer is A since these criteria are most important for determining whether the proposed plan is adequate to handle the parking problem. Issues in B and C, such as history of contract work and costs of contractor's jobs at other sites are irrelevant.

Part 2.

Context: In addition to the proposal you write for the administration, you are developing a memo to explain the proposed parking plan to a student government organization. You are considering the use of graphics to clarify your memo to the student government audience.

4. To keep the proposal as short as possible, you will limit yourself to a single graphic. Which of the following will be most useful?

- a graph showing the increase in cost of parking over 3 years
- a chart showing the cost of repair and development of additional spaces
- a map showing the location of spaces that will be auctioned and their prices

The best answer is C since most students will be concerned about the bottom

line issues of cost and location.

5. To be most useful to the readers, the graphic be placed
 - a. in the middle of the text of the memo
 - b. attached on a separate piece of paper at the end of the memo
 - c. on a separate sheet of paper that students could pick up at various location without reading the memo

The best answers are A or B, since students would not have a context for understanding a graphic that is provided separately from the memo.

6. The graphic should be identified by
 - a. a number and title ("Figure 1: title")
 - b. a title ("title")
 - c. reference in the text ("as you can see from the chart below")

The best answers are A and B. Most often graphics are best notated with both a figure number and title to provide all necessary information to locate the graphic. In this case answer B is even better since there is only one graphic.

Part 3.

Context:

7. Which of the following type font and size combinations will be most effective for your student government audience?
 - a. 16 point fancy script italics for major heads, 16 point Times for subheads, 12 point Schoolbook for other text
 - b. 16 point Times bold for heads, 14 point Times for subheads, 12 point times for other text
 - c. 12 point Times for heads, 14 point Times italics for the introduction and conclusion to highlight them, and bold for heads and subheads

The best choice is B since the font is consistent and the headings gradually decline in size as they decline in importance. Answer C would confuse readers since it creates a reverse visual representation of hierarchy to that you really intend. Fancy script would not be appropriate for a document meant for business purposes.

8. You want to indicate in your memo to the Student Government that it should invest effort in pushing your proposal to the administration. In order to encourage student government members to support your proposal you should
 - a. list comments from a representative sample of students

- b. list the benefits to students: increase in spaces available and lower cost
- c. list past actions taken to treat parking problems

The best answer is B since student government members will be most concerned with how the proposed project specifically benefits students.

9. The Student Government has asked you to create a document to explain the

new parking project plan to students. In a balance between cost and presentation, the most effective format would be

- a. the full memo, photocopied and stapled
- b. a professionally printed flyer on glossy paper
- c. a high quality photocopied brochure

The best choice is C because it provides the best balance between cost and effectiveness. Students are less likely to have time to read a costly complete memo than a brochure and the high quality photo copy will be less expensive than glossy paper.

Part 4.

Context: The administration has asked you to create a more detailed proposal for implementation of the parking solution project, which will be submitted to the State Board of Regents, the organization that would provide the budget for the project. They also fund legal fees potential disputes.

10. Which headings would organize the content most effectively for this audience?

(1) Overview, (2) Introduction, (3) Feasibility in terms of overall costs and revenues, (4) Time for implementation, (5) Legality and conformity to Regents' Regulations, (6) Safety, (7) Presumed cost to average student, (8) Implementation

- a. 1, 2, 7, 8
- b. 1, 2, 4, 5, 8
- c. 1, 2, 3, 5, 6, 8

Your best choice is C. The Board will be less concerned with cost to students than other issues during their analysis of your proposal. Safety becomes a greater concern to them when there is potential for law suits over safety issues, thus C is a better answer than B.

11. The best subject line for this proposal would be

- a. Detailed Proposal for Implementation of the New Parking Plan
- b. How you should implement the new parking plan
- c. Solving the Parking Problem

The best choice is A since it clearly identifies the document you are submitting and is not written in a demanding tone.

12. The conclusion should include
- a restatement of the initial overview of the proposal
 - a summary of the points made in the proposal
 - a detailed timeline for implementation

The best choice is B but C may also be important to your readers, so answers B or C are acceptable.

Part 5

Context: You are considering using graphics to clarify your proposal to your State Board of Regents audience.

13. To keep the proposal as short as possible, you will limit yourself to a single graphic. Which of the following will be most useful?
- a map showing the location of spaces
 - a chart showing both the steps involved in implementation of the project and the proposed schedule for implementation
 - a graph showing the growth of parking revenues and expenses by year

The best choice is B. The graphics that support your proposal should reflect the action that you are proposing.

14. As you propose your plan to the Board of Regents, your primary purpose should be to
- note the financial benefits of the implementation plan you provide
 - explain the plan's benefits to students
 - reference a glossary of technical terms for use in understanding the implementation procedures

The best answer is A. The proposal itself is claiming benefits to the Board; the benefits to students will be secondarily on their minds and the glossary of technical terms should be unnecessary in a proposal in which the language is effectively targeted to the audience.

15. To communicate your estimate of the cost of a solution and the time required to implement it, the best subheadings would be
- cost estimates by Tech's Campus Planning Department
 - non-binding bids from local contractors
 - non-binding time estimates from local contractors
 -

- completion times at other institutions
- cost estimates by Tech's Campus Planning Department
- a breakdown of the job by components and your estimation of costs

c.

- time/cost estimates by local contractors
- a breakdown of jobs by components and your estimation of costs

The best choice is A. The completion times at other institutions will not be as relevant to your goals as cost estimates, bids to choose from, and time estimates. The breakdown of jobs will be irrelevant to your audience at this point.