

# Chapter 11—Proposals and Feasibility Studies

## Memorandum

TO: Ross Urquhart  
Coordinator, Technical Writer Program  
Glengarry Institute of Science and Technology

FROM: Donna Jones,  
Student, Glengarry Institute of Science and Technology (GIST)

DATE: April 4, 2004

SUBJECT: Topic for Proposal

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I propose to write and present a technical proposal to incorporate a new course into GIST's Technical Writer Program. The course will be called **Introduction to Technical Communication**.

As a student at GIST, I have observed many strengths of the Technical Writer Program, but also noticed some areas that might be improved. Three interrelated problems that I have identified are

- a degree of disconnection between the program courses that results in repetition of certain topics and the neglect of others
- an emphasis on finding a job at the end of the program which is not matched by organized instruction in a related subject matter
- a disjunction between the eight-week work placement and its current umbrella courses "Technical Writing I and II."

To address these problems, I will propose that the **Introduction to Technical Communication** course will act as the foundation for the Technical Writer program itself. The course will

- cover core concepts in technical communication, integrate concepts taught in other courses, and fill in gaps where necessary
- orient students, in an organized way, to the field of technical communication, and help them develop the skills necessary to succeed in this field
- culminate in the eight-week work placement.

In the proposal, I will outline the structure of the course, including objectives, topics, assignments, and classroom activities. I will also elaborate on how this course may affect other courses in the Technical Writer Program.

The audience for this proposal will be the administration of GIST and the instructors of the Technical Writer Program. These two groups will be interested in the proposal because the new course has the potential to

- enhance the program and increase enrollment
- increase the effectiveness of the instructors
- increase the confidence of the students in the program and their readiness for work.

Please let me know if I may proceed with this proposal topic. If you have any comments and suggestions, you can contact me by telephone (555-7627), or by e-mail ([jones001@gist.com](mailto:jones001@gist.com)). I look forward to hearing from you.

### **Sample 11-1**

A Memo of Intent for an Informal Proposal