

The Introduction of the Proposal



DR. CODONE

Beginning



- **Provide broader background of Mercer and introduce problem again**

Mercer University is a prestigious and well acclaimed institution in the Southeast. Small class sizes, the availability of professors outside of the classroom, and competitive academics compared to schools in the region have drawn prospective students to Mercer's campus since its opening in 1833. To maintain the appeal of the university, the student population must be content not only with their education, but with the quality of campus life.

The university is undergoing several initiatives to promote a stronger sense of community and to increase student activity on campus. These initiatives are highlighted by the school's mission statement and overall goals located on the school's website. Our team would like to focus on one particular goal of Mercer: "To offer a variety of intellectual, cultural, recreational and spiritual activities designed to enlarge capacity for improved judgment and moral, ethical and spiritual growth." ("Mission Statement", 2006)

President William D. Underwood and other university officials are stressing the issue of community and student involvement. From our team's perspective, certain aspects of this goal have been achieved. Numerous academic buildings encourage intellectual activity on campus. The Religious Life Center caters to the ambition of reaching spiritual unity, and the University Center is home to many recreational activities.

Designated places for true cultural experience however are not sufficient as perceived by our team.

Beginning



- Repeat purpose statement and explain benefits

Ideally, students would frequently visit and socialize in areas such as an entertainment facility, which would promote a sense of community at Mercer. However, no space acts as a central gathering point to help foster and develop relationships on the Macon campus. ***The purpose*** of Collegiate Life Consultant Group is to address the issue of student interaction on campus and to propose a solution to enhance the overall Mercer college experience.

Solution

The relocation of the Admissions office from the bottom floor of the Connell Student Center to its new location near the Mercer police station is a perfect opportunity to meet this need.

Middle



- Establish credibility by introducing team

Our company's mission is to take the student perspective and formulate ideas to truly benefit college students. With our extensive involvement in the technical entertainment world, and collective desire to create a sense of community throughout campus, Collegiate Life Consulting feels we have the tools needed to solve the problem of student interaction on campus.

Matthew Ziglar, our Project Manager, has numerous qualities that every manager should possess. His exceptional skills in task management have allowed him to successfully complete his first three years of college with a well respected reputation. His particular attention to detail will make our team well known and respected for years to come.....

Middle



- Preview the proposal

You can do
better than this!



This proposal will incorporate a project rationale, technical details on the proposed plan, and a descriptive itinerary of the operations necessary to complete the project. It will also conclude with further recommendations for the implementation of this endeavor.

End



- Conclude – summarize content of intro and make a transition sentence

Mercer University is a school with broad appeal to many different types of students. Clearly, there is a lack of entertainment options on campus, and the addition of a movie theater in the old bookstore space would be a solution to this problem and a recruiting tool. In the Technical Approach, we will explain how we will implement this solution.

Global



- Be professional, positive, persuasive, introductory in nature
- Use visuals – photos of the team, of Mercer, etc; one per page
- Build on the executive summary to fully “introduce” proposal to readers
- Set up the Technical Approach as the explanation of the solution