

Institutional Planning and Budget Committee Assessing New Initiatives

Principles of Good Practice: Non-profit foundations and public agencies who provide grants to educational or other non-profits typically expect proposals to address the “6 Ws.” These questions are the basic elements in information-gathering disciplines such as journalism and research because they establish the necessary facts needed for evaluation:

- Who?
- What?
- Where?
- When?
- Why?
- With what? (How? How Much?)

Proposed Proposal Components: 5 pages

1. Introductory Overview of Proposed initiative: One paragraph summary that covers all “6 Ws.” Also indicate whether the proposed project is:

- “Adapt/adopt” project based on an established model program (e.g. Puente)
- Exploratory/Pilot
- Start-up
- Institutionalization of Pilot

2. Narrative Discussion: Addresses the “Ws” as defined below.

3. Workplan: The action plan. See attached.

Narrative Ws Components

Who: Who are the lead faculty, staff, and administrators? Who is the target population for the proposed program? Faculty, staff, students or a combination of them? Address desired measurable outcomes for target population (e.g. 50 students will be trained as tutors in first yr.).

What: What does the program propose to do? Describe the project’s goals and their expected measurable outcomes. What evidence will you use to indicate you have met your goals? In other words, how will you assess success? Also see attached workplan.

Where: Where will the project be established? Describe, as appropriate, facilities’ needs.

When: When will activities be conducted? Indicate whether you anticipate that the proposed project will encompass only one year or may be a multi-year initiative. Indicate timeline for activities in attached workplan.

Why: Why do this? What is the rationale for the proposed initiative and what need does it meet? How does it address *Institutional Priorities* (and their objectives), the college Mission, or other college and district strategic plans? Provide evidence that illustrates this need from the *Educational Master Plan*, its *2012 Update*, institutional research, or other data and information.

With What/How: How will the project meet its goals? What are the strategies or methodologies and activities you propose? Also see attached workplan.

With What/How Much: Provide budget detail; provide a rationale for how budget items are explicitly linked to the strategies you propose.