

# Memo

To: All Tech. Comm. Students  
From: Dr. Alison Witte  
Date: 8 January 2020  
Re: Preparing for the Proposal Debrief

The purpose of this memo is to explain how to complete your oral and written Proposal reflection.

## **Assignment Overview:**

Your last task for the proposal project is to revise your final proposal based on the feedback you received during your presentation. I am interested to see not only the changes that you made, but also that you reflected on the feedback and what you learned from the experience.

## **Step 1: Write Your Written Reflection Letter**

As a group, write a 1-2 pg. cover letter according to the guidelines on pg. 554 of your textbook. The letter should be no longer than 4 pages and should include the following sections.

### **Section 1: What changes have you made and why?**

Describe for me the major changes that you have made to the proposal and reasons for those changes. I will use this as a guide for reading your final product. I want to see that you have thought carefully about the feedback that you've received both from me and from evaluators and prioritized those items that were most important. I want, also, to see that you have undertaken significant revision, not simply made cosmetic changes.

### **Section 2: What did you choose *not* to revise, and why?**

Describe for me the things that I or an evaluator discussed with you but you chose not to revise. You should have a *good reason* for not revising. Unacceptable reasons are obvious: Saying that the revision would "take too much time" without investigating how much time it would actually take or talking to me about a change's feasibility is one. Saying that the evaluators "didn't understand what we were doing" without taking time to talk to me or to them about what they were asking is another. Anything that indicates laziness or a refusal to be reflective about your project's shortcomings will not result in a positive grade. However, there are *legitimate reasons* for not revising. The most obvious one is that you had very high-priority issues that had to be addressed and you did not have the manpower (or womanpower) to address the more minor issue. Make sure you explain why you determined that the issue was minor. Another acceptable reason for not completing a revision is that it would involve going back to the very beginning of the process and doing different research in a different way. If this is your rationale for not making a change, make sure that you recognize/concede that the critique from me or the evaluators is warranted in some way.

**Section 3: What are the remaining flaws in your proposal?**

Be reflective. What do you *know* is still weak? Where are the areas for improvement? No project is perfect. Explain to me, in detail, where yours isn't.

**Section 4: Reflection on Process**

If you had it to do all over again as a group, what would change? Think about decisions you made each step of the way during the proposal process. What would you do differently a second time through? Why?

**Step 2: Prepare Your Oral Reflection**

On the final day of class, your group will meet with me to go over your presentation. This will be very similar to the oral progress reports. You should, as a group, prepare a 5-10 minute opening statement in which you explain what you covered in your letter. I will then give feedback and ask you more probing questions about the decisions that you made.