



Proposal Checklist: Quality Assurance

Cover Page with Abstract

Body of the proposal

1. Introduction (1-2 pages)
2. Conceptual Framework/ Literature Review (3-4 pages)
3. Research Design/ Methods (2-3 pages)
4. Concluding Section (Expected Outcome/ Deliverables) (1 pg)

Bibliography

Appendix (optional)

The items on this checklist are what we look for when grading your proposal. Before you turn in your proposal please use this checklist to confirm that you met all the requirements (you should be able to check off each box). Ask one of your student-mentor research team members to read your proposal and see if they think all boxes can be checked off.

Cover page

- The cover page includes all the required elements and is formatted properly.

Abstract

- 1. Clearly identifies the research question, argument or problem and why the topic is significant.
- 2. Outlines how the study will be conducted. Identifies the methods you will use to answer your questions.
- 3. Places your proposal in a scholarly context. In other words, it tells us how your investigation will add value to the literature in this area. Additionally, the abstract contains a clear statement of your objectives: e.g., what you expect to "deliver" as a result of this study.

Body of the proposal

The **body of your proposal** can be up to 10 pages long (double-spaced, 12 point font) not including the cover page or the bibliography. This is a serious limit. Do not turn in more than 10 pages for the main body of the proposal (approximately 2,500 words). You can turn in less--- quality, not quantity is what matters. Your total page count may be a maximum of 15 once you add the cover page, bibliography and a possible page or two of attachments. Most funding agencies asking for proposals have very strict page limits. If they say 10 pages for the main body of your proposal, and you turn in 11 pages--- it will be rejected, simple as that. Often proposals have to be read by a team of people and they want short concise statements. This is the logic behind our limits. We are trying to help you get acclimated to a real proposal writing culture. Keep in mind, you will have more room to flesh out the substance of your argument, findings, etc., in the thesis.

The body of the proposal should include the following parts:

1. Introduction (1-2 page)

- The opening paragraph (or first page at most) conveys your central question or argument immediately, crisply, and forcefully.
- You provide a thumbnail sketch of what we are going to learn as the result of the proposed project that we do not know now. You tell us why it is worth knowing (i.e., the study's significance). You acknowledge the study's limitations.

2. Conceptual Framework and Literature Review (3-4 pages)

- Elaborates on your research question, argument, or problem. Provides more specifics/background/evidence on why it important. Outlines your specific objectives, including how you expect your research to provide insight into the general topic or problem.
- Spells out how the research you propose to do relates to other previous and ongoing research. Tells us if anyone else doing what you propose to do. Meets the two criteria for writing a literature review spelled out by Neuman (2000: 446):
 - (a). You show the path of prior research and how a current project is linked to it. "A review outlines the direction of research on a question and shows the development of knowledge. A good review places a research project in a context and demonstrates its relevance by making connections to a body of knowledge" (p. 446).
 - (b). You integrate and summarize what is known in an area. "A review pulls together and synthesizes different results. A good review points out areas where prior studies agree, where they disagree, and where major questions remain. It collects what is known up to a point in time and indicates the direction for future research" (Box 16.1)

3. Research Design and Methods (2-3 pages)

Your research design, or methodology, is your "action plan for getting from here to there, where here may be defined as the initial set of questions to be answered, and there is some set of conclusions (answers) about these questions" (Yin 1994:19).

- This section tells us how you will do the research. Your strategy is spelled out. The specific methods you will use are listed. Your competence for this type of work is noted (not in generalities such as "I am determined," but in terms of skill sets: e.g., I am proficient in GIS).
- This section includes a timetable for your research

4. Concluding Section (Expected Outcome/ Deliverables) (1 page)

- The proposal ends with detail about the expected outcome (deliverable) of the research (e.g., a causal explanation, a thick description, applied policy input, an evaluation, and/or strategy suggestions).

Bibliography

- Has at least 10 scholarly sources from journals and/or books.
- Meets the criteria we spelled out for properly formatting the text and references.

Appendices (optional)

An appendix can be attached if you have significant material to present that would otherwise obstruct the flow of your proposal. For instance, you may want to attach a map, an organizational chart, or copies of letters from research site administrators who have promised you access and cooperation. But don't over do it. Don't include more than one or two attachments.

Format Requirements:

* Use 1" margins all around and include page numbers!

*Double space all text except extended quotes, tables, and other elements that stand apart from the main text (like the caption to a figure or photo). Use single-spacing for the bibliography and abstract.

FORMAT	YES	NO
Does your cover page conform to all the requirements, e.g., title, name, date, USP186 section, etc.?	<input type="checkbox"/>	<input type="checkbox"/>
Are the pages numbered?	<input type="checkbox"/>	<input type="checkbox"/>
Does the entire body of the proposal contain useful subheadings to help the reader navigate the text?	<input type="checkbox"/>	<input type="checkbox"/>
Did you get someone else to read over your proposal?	<input type="checkbox"/>	<input type="checkbox"/>
Are paragraphs coherent?	<input type="checkbox"/>	<input type="checkbox"/>
Are your paragraphs the right length (not too long)?	<input type="checkbox"/>	<input type="checkbox"/>
Did you check spelling and grammar?	<input type="checkbox"/>	<input type="checkbox"/>
Did you eliminate all unnecessary jargon and empty phrases or words (e.g., “really”, “actually”, “with regards to”)?	<input type="checkbox"/>	<input type="checkbox"/>
Did you use the Chicago Manual of Style for formatting?	<input type="checkbox"/>	<input type="checkbox"/>
Are all the sources cited in the body of the text also in the bibliography?	<input type="checkbox"/>	<input type="checkbox"/>

The title can be a larger font, but no more than 16pt.
Subtitles sometimes add useful information

Greening Industry in the San Diego-Tijuana City-Region

*A study of emergent environmental technologies and
binational collaboration to prevent pollution*

A research proposal submitted to the Urban Studies and Planning Program
Senior Sequence Class of 2002-2003

November 12, 2002

Student Name
University of California @ San Diego
Urban Studies and Planning Program
List your USP 186 Section

email: student@ucsd.edu

This is standard practice
for a proposal title page.
List here who you are
submitting the proposal
to, date, your name,
affiliation, and contact
info (e-mail)

Abstract

This study focuses on the efforts of industrial firms to prevent pollution in the San Diego-Tijuana region. The objective is threefold: (1) clarify what has been termed the "greening of industry," (2) provide a critical assessment of networking and binational collaboration aimed at preventing pollution in the border region, and (3) write-up the results in the form of a senior thesis. The project employs a comparative case study approach, in-depth interviews, focus groups, a survey and network analysis. The case studies ask how and why certain manufacturing plants have shifted their environmental strategy from a defensive mode of action (i.e., *end-of-pipe pollution control*) to a more proactive mode (i.e., *pollution prevention*). The survey and network analysis ask how and why certain combinations of public, private, NGO, and academic stakeholders have joined forces to promote transborder environmentalism and pollution prevention. The significance of NAFTA, Border XXI, and the North American Agreement for Environmental Cooperation will be taken into account. The study's main goal in joining micro and macro levels of analysis is to identify barriers and bridges to the kinds of innovation, environmental information management, collaboration and organizational learning necessary for industrial greening.

Place your abstract on the cover page, as shown here. It should be single spaced and in block form. If you were submitting an article for publication, the abstract usually goes on the first page of your article. Many funding agencies want the abstract submitted on a stand alone form (if the proposal gets funded, they often post the abstract on their web site). We want you to put it on the cover page.

Set margins at one inch all around:
top, bottom, left, right

Use headers that say more than
"Introduction" or "Literature
Review." Make every word
count.

The Greening of Industry: Corporate propaganda or eco-nomic savvy?

The North American Free Trade Agreement (NAFTA) among Mexico, the United States and Canada has heightened interest in the U.S.-Mexico border region as a site for future industrial growth. At the same time, NAFTA has heightened concerns about environmental quality and prospects for urban-ecological sustainability. The border region—a 2000-mile-long, 125-mile-wide strip extending from the Pacific Ocean to the Gulf of Mexico—was scarcely inhabited at the beginning of this century. This area now has over two dozen fast-growing twin cities. The total population exceeds 9.2 million, a doubling since 1983. Much of the growth on the Mexican side has been fueled by the rapid expansion of over 1,800 *maquiladora* manufacturing/assembly operations.

San Diego and Tijuana are two of the fastest growing cities in their respective countries, and together they form the most important metropolitan area on the U.S.-Mexican border. This twin-city region's combined population is expected to grow from 3.6 million in 1990 to more than 5 million by the year 2000, with the fastest growth occurring in Tijuana. The San Diego-Tijuana (SD-TJ) region provides a gateway to the Pacific; as such it has become a nodal point in the expanding trade among Pacific Rim countries. The combined effects of urban and industrial growth on both sides of the border has generated a number of increasingly serious environmental problems. Chief among these are the overexploitation and contamination of transborder ground and surface water resources; the lack of proper disposal or recycling of liquid, solid and hazardous waste; air pollution; and inadequate environmental infrastructure. The severity of these problems—and the mobilization of civil society that has drawn attention to them—helps explain why environmental issues were linked to the negotiation of NAFTA (Kjos, Eger and Beyeler 1995). International cooperation on trade and the environment has set the stage for new initiatives and collaborative efforts aimed at improving industry-environment relations.

This study's approach to the SD-TJ case: (1) provides insight into the behavior of industrial firms around environmental issues, (2) clarifies the "greening of industry" from a critical perspective that emphasizes a philosophy of pollution prevention rather than pollution control, and (3) serves as a model (with both positive and negative lessons) for the U.S.-Mexico border region as a whole, as well as for other areas where environmental protection requires effective networking and collaboration in a politically fragmented, transborder ecosystem. A key premise underpins this approach. The so-called greening of industry is best evaluated through an integrated analysis of

Include page numbers