Writing to Prompts

SLO # 7: EFFECTIVE COMMUNICATION
Examples of Prompts

• Request for Proposal (RFP)
• Bids
• Contracts
• Manuals
• White paper requests
• Documentation
• Government reports (legal write-ups)
Steps

1) Read prompt carefully
   • Look for action verbs: illustrate, describe, detail, explain
   • Highlight keywords

2) Create an outline
   • Begin with thesis statement as main heading; use the keywords to write the thesis statement
   • Add at least three bullet points to support thesis statement
   • For each thesis statement, add data, evidence, and research

3) Develop into paragraphs
   • Pay attention to required format
NEON Proposal Content and Evaluation Criteria

1. Project Team:
   a. Provide an organizational chart which includes all proposed personnel.
   b. List personnel with their years of experience, length of time with their current firm, education, experience, capabilities, and strengths related to their role on the project.
   c. For each key person identified, list at least two comparable projects in which he/she has played a key role. If a project listed for a key person is the same as one listed in Past Projects, provide just the project name and the role of the key person. For other projects, also provide the project owner and an owner reference.
   d. Provide a summary of the project team member’s experience working together and the experience of the firms on the project team working together on similar projects.
2. Past Performance:
   a. Briefly describe relevant projects completed by the Project Team by providing the following information for each relevant project:
      i. Project owner
      ii. Description of the services provided by the Project Team;
      iii. List the Project Team members that worked on this project and their role on the project;
      iv. Dates the services were provided, if the services were provided on schedule and a brief description of any schedule issues;
      v. Original agreement cost for services and a brief description of any amendments;
      vi. Original contracted construction cost and a brief description of the final construction cost for the services (if applicable);
      vii. Construction dates (if applicable);
      viii. Describe the notable successes with the services; and
      ix. Project owner reference (include: name, current phone number, and title/role during the project).
3. **Project Approach:** Proposer’s approach to identify and implement the project requirements in the Scope of Work.
   a. Describe your team’s understanding of project and associated requirements contained in the Scope of Services.
   b. Identify specific methods used to complete each project requirement by describing (specific to project).
   c. Identify potential complications or difficulties that might be encountered to implement the required services together with suggested resolutions for each.

4. **Availability and Capacity:**
   a. Demonstrate the anticipated availability of the key personnel for the duration of the project. Specify if the availability of key personnel will change during the project. List the significant projects that key personnel are currently working on or are committed to work on, the percentage of time allocated to each project and the completion date for each project.
   b. Demonstrate the capacity of the project team to meet the needs of the project tasks. Consider the prime consultant’s and sub-consultant’s depth of staffing and other resources.
   c. Provide a commitment that the proposer will provide key personnel as needed to successfully complete the project.
5. Regional Knowledge: Describe your project team’s knowledge of the project region and identify any potential project impacts to the project from the region or to the region from the project.

6. DBE Goal: A DBE goal of 4.5% has been established for this project. See Section IV for DBE requirements. Per Sections I and X DBE documents must be submitted as an appendix and do not count against the maximum allowable pages.
Current Examples

- https://www.sbir.gov/sbirsearch/topic/current
- https://www.nsf.gov/funding/azindex.jsp
Example for NEON Project

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3. **Project Approach:** Proposer’s approach to identify and implement the project requirements in the Scope of Work.
   a. Describe your team’s understanding of project and associated requirements contained in the Scope of Services.
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Example

Section Heading: Project Approach

Sub-section heading: Scope of Services Defined
• Project key point 1
  • Team’s understanding
• Requirements

• Project Approach
  • Scope of Services Define
    • Project management services
      • ENGR 301 understands
      • Scheduling
      • Requirements
      • Gantt Chart with critical path [Microsoft Excel; computer; personnel]
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Example

• Project Approach
  • Scope of Services Define
    • Project management services
    • ENGR 301 understands
    • Scheduling
    • Requirements
    • Gantt Chart with critical path

Project Approach

Scope of Services Defined

Scheduling is a key element of project management services. The ENGR 301 team understands and is able to develop multi-level scheduling to coordinate both the project-at-large as well as defined schedules for each entity. To create these schedules, the ENGR 301 team has access to a computer with a dual core processor at 2.4 GHz, Microsoft Excel, an executive engineering manager, and an administrative assistant.
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