

PROPOSAL Jackpot 
 **2014**

When Winning is the Only Option

18th Southern Proposal
Accents Conference

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Atlanta, GA



GTECH

Hitting the Future Writer Jackpot: Developing the Next Generation of Proposal Writers

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What's Your Experience?

- Questions:
- - Are you responsible for hiring proposal writers?
- - Have you have had difficulty finding good proposal writers?
- - What kinds of skills are you looking for?

Problem

- Can't find good writers to fill proposal writer positions

Solution

- Teach proposal writing to college students
- Provide the opportunity for “live” experience.
- Introduce students to the proposal industry.
- Create a pipeline of future talent that knows your company and processes
- Develop talent pool that can benefit other companies

Step 1: Making the Connection

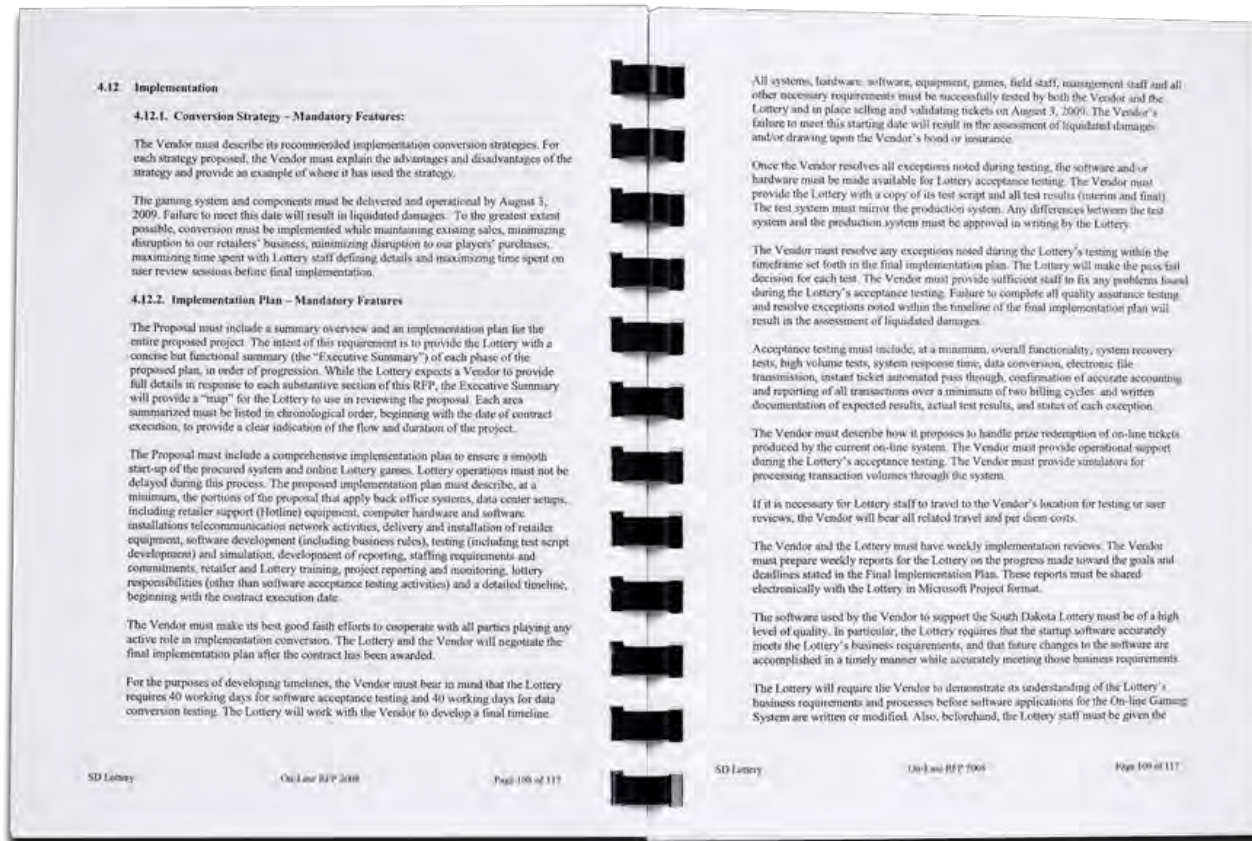
- Use Talent Acquisition connections
- Office of Experiential Education and/or Career Services
- National Association of Continuing Education (NACE) Regional Chapter
- Relevant Course of Study

Our Experience

- University of Rhode Island
- College of Arts & Sciences
- Harrington School of Communication & Media
- Department of Writing & Rhetoric

Step 2: It's Not Just About Writing

- The RFP: Where Proposals Come From



Step 3: Teach Them How

- Read RFP
- Structure proposal
- Understand evaluation criteria
- Assign sections
- Create a schedule
- Interpret requirements
- Plan section content
- Perform research
- Write sections
- Create visuals
- Edit content
- Send status reports
- Compile written proposal
- Make oral presentation
- Receive evaluations & debrief



Step 4: Evaluate Student Proposals

Written Proposal

Proposal Section	Maximum Points Allowed
Bidder Background Information	5
Products and Services	20
Research	15
Marketing	15
Human Resources	10
Implementation	20
Confidentiality	5
Licensing and Insurance	5
Budget	5
Total Possible Points	100

Oral Presentation

Presentation	Maximum Points Allowed
Accurately Represents Proposal Solution	20
Originality of Presentation	20
Use of Visual Effects	15
Proper use of Time	10
Participation of all Team Members	20
Demonstrates Good Presentation Skills	15
Total Possible Points	100

Step 5: Internship - From Class to Reality

- Select:
 - - Interview
 - - Department writing test
- Teach:
 - - Proposal development process
 - - Role of the writer
 - - Lifecycle of a proposal section
 - - Assist all department disciplines
 - - Business etiquette

Step 6: Use Student Feedback

- Semester 1: “Provide more direction on how to get started on the project.”
- Semester 2: “Give us a topic we are interested in.”
- Semester 3: “Don’t make us spend time forming a company.”

Extras: Exposure to Proposal Types

- Grant Proposals Class

- Speakers from:

- Academia
- Healthcare
- Evaluation

- Grant Writing Class

- Speaker from:

- Arts Non-Profit

Summary: We Hit the Jackpot!

Goal: Create a pipeline of qualified talent by providing real-life-based proposal writing instruction to college students.

Result: Three semesters, more than 80 students, three internships, one potential future employee in the pipeline.

Benefit: Win-Win-Win

- - Students: Marketable skills, job prospects
- - University: New course of study, business partner
- - GTECH: Talent pipeline

Takeaways

- What You Can Do
 - - Evaluate need for proposal writers in your company.
 - - Create list of specific skills and qualifications.
 - - Find gaps in course offerings of local universities.
 - - Reach out to Career Services or Office of Experiential Education.
- Give of your time and talent to teach the skills your future writers will need.
- Offer internships.

Your Turn

Ask Now

Ask Later

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And Finally....

Thank You for Attending.
Thank You for Your Interest.
Good Luck!



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