

Writing A proposal

KEY SUCCESS FACTORS

- organizing your proposal under headings
- describing the current situation
- making logical and persuasive recommendations related to your observations or research
- being clear and concise

The managers of a language school would like to expand the business and increase the number of students attending each year. They asked some students to carry out a survey and then write a proposal on how to achieve this. Read the proposal. What recommendations do the students make in the three areas?

Replace the highlighted phrases with the more formal expressions used in the proposal.

- 1 What this proposal is for is...
The _____ is...
- 2 ...is to say what things could be better with the classes and facilities...
...is to _____ the classes and facilities...
- 3 In general, students think the teachers are very good.
In general, students _____.
- 4 About the size of the classes, we suggest that there should never be more than 12 students in a class.
_____ we suggest that there should never be more



A proposal

Introduction
The King James Language School is a successful business which attracts a reasonable number of students every year. However, the school managers think that these numbers could be increased, so we carried out a satisfaction survey with existing students. The aim of this proposal is to suggest a range of improvements to the classes and facilities at the school in order to attract new customers.

The classes
In general, students rate the quality of teaching very highly. However, there are some criticisms about class size and the length of classes. As regards class size, we suggest that there should never be more than 12 students in a class. Regarding class duration, lessons officially last an hour, but in practice they usually only last 45 minutes because of latecomers. As a result, we propose that all students who arrive more than five minutes late should have to wait until the next break for admittance.

The self-study centre
It is generally thought that the self-study centre, while useful, has major drawbacks. There are not enough computers, and at peak times students who come to the self-study centre often find that the computers are always occupied. In addition, the centre closes at 7 p.m., so students who come to the self-study centre at that time have to address these issues. We suggest, firstly, purchasing more computers, and secondly, extending the opening hours to 9 p.m.

The cafeteria
The cafeteria was recently replaced by vending machines for drinks and snacks. While there's no doubt that people often had to wait quite a long time to be served, feedback shows that most students greatly prefer to have a cafeteria on the premises. Our final proposal is that the cafeteria should be reopened, serving both healthy snacks and hot meals.

Conclusion
Overall, the majority of students currently attending courses at King James are positive about the school and its facilities. We strongly believe that if the suggested changes are implemented, student numbers could be increased by as much as 10%.



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USEFUL LANGUAGE

- c Complete the missing words. Some (but not all) are in the model proposal.

Some common expressions for generalizing

- 1 In g , people think...
- 2 Generally sp , people think...
- 3 It is generally co / thought...
- 4 The general v is that certain improvements need to be made.
- 5 Ov , the majority of students think...

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Some common expressions for generalizing

- 1 In general , people think...
- 2 Generally speaking , people think...
- 3 It is generally considered / thought...
- 4 The general view is that certain improvements need to be made.
- 5 Overall , the majority of students think...

Writing A proposal

Rewrite the sentences to make them more formal.

Making recommendations

- 1 Why don't you make the classes smaller?

We propose _____.

- 2 It would be much better if classes lasted an hour.

It would be far preferable for classes _____.

- 3 Please buy new computers.

We suggest _____.

- 4 The opening hours should be extended until 9 p.m.

It would be advisable _____.

- 5 You really should open the cafeteria again.

We strongly recommend _____.

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We propose _____

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opening the cafeteria again _____.

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PLANNING WHAT TO WRITE

- a Read the following task and study the relevant information. Then, with a partner, decide:
- 1 how many headings you will need and what they should be.
 - 2 how to express the main issues in your own words.

Your school would like to increase the number of students going on four-week study trips to the UK. You have been asked by the school principal to write a proposal with recommendations for getting more students to go on these trips. You have got feedback from the students who went on the most recent trip, including what they were positive about, and what problems they had, and you have made the following notes:

- *People with families much happier than ones who stayed in the halls of residence, because they were able to practise their English with the families.*
- *School OK and classes good, but almost everyone complained about the lunch (just a sandwich). Some thought six hours of classes a day too much.*
- *People not very keen on some weekend cultural programmes. Trips to London and Oxford great, to Bath and Stratford boring. On all trips, too much sightseeing and not enough time for shopping!*

- b Together, suggest improvements to the study trips, beginning with a different expression from **d** each time.

TIPS for writing a proposal:

- Look carefully at who the proposal is for and what they want to know. This will help you choose what information you have to include.
- Decide what the sections of the proposal are going to be and think of headings for them.
- In the introduction, state clearly what the purpose of the proposal is.
- For each paragraph, explain the situation and make a recommendation. Don't forget to say if something is good, as well as bad.
- Use an appropriate style, avoiding very informal expressions.
- Try not to use exactly the same words as in any information you are given.
- Use a variety of expressions for generalizing and making recommendations.

Writing A proposal

DRAFT your proposal, using the headings and recommendations you worked on in the planning stage.

EDIT the proposal, making sure you've covered all the main points, checking paragraphing, cutting any irrelevant information, and making sure it's the right length.

CHECK the proposal for mistakes in grammar, spelling, punctuation, and register.

Not for profit?

C1.1 • 2023-2024 Name:	Task: A proposal	UNIT 7 READ THE TIPS page 194! Group:
Your language school wants to improve the cafeteria service and the principal has asked you, as a long-term student at the institution, to write a proposal with recommendations for doing so. You have got feedback from students who normally go to the cafeteria, including what they are positive about, and what improvements could be made, and you have drafted some notes. Write a proposal of 180-210 words. ✓ Write an introduction ✓ Decide what the sections of the proposal are going to be and think of headings for them. For each paragraph explain the situation and make recommendations. ✓ Write your conclusion, stating what your arguments have shown. <i>Please, write within the margins given</i>		