

Business Students Research Group
St. Edward's University
The Bill Munday School of Business
Vanessa Garcia, Team Leader
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December 2, 2017

Thomas Smith, MBA
Director of Facilities
St. Edward's University
Campus Mailbox 234
thomsm@stedwards.edu

Dear Mr. Smith,

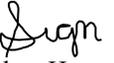
Please accept the attached unsolicited proposal for your consideration. It is a project for a Business Communication course where four other team members and I conducted research to identify ways the university can improve student parking on campus.

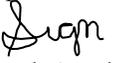
In the report you will see that we explored possible solutions to commuter parking-lot overcrowding. The findings of our benchmark-institution-based research support our final recommendations to implement a parking system that considers student seniority and the assigning of specific lots based on this seniority. Our proposal describes analysis of the results, cost projections for implementing such a system, as well as a timeline for implementation. To provide balance, we also describe the limitations and challenges of such a system but overall, provide reasons why the time is right for St. Edward's to change its parking structures and policies to improve student satisfaction with parking on campus.

We are grateful in advance for your consideration of this proposal as you continue to map out strategic initiatives that deal with campus parking. Feel free to contact me at the email or telephone number above if you have any questions.

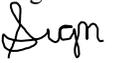
Have a wonderful day,


Vanessa Garcia, Team Leader


Stephen Hennesy


Joseph Arredondo


Haleigh Cummings


Roberto Wong

Enclosure: Organizational Proposal titled, "Recommendations for Improving Student Parking Outcomes at St. Edward's University."

Proposal Title Here

Team Member Names

St. Edward's University

BUSI 3330.section number

Date

Professor Ortiz

[Company/Project Name]
Executive Summary

[Tag Line - A short and attractive tagline to describe your proposition]

Contact Information

Your team name
 Address
 Phone/Email

Funding Opportunity

[\$?????]

Use of Fund

0\$ what \$ will be used for
 0\$ Marketing/Sales
 0\$ Operation/Inventory
 0\$ Existing Debt, etc.
 0\$...

THE PITCH

Provide a short description of the investment opportunity you are presenting in the form of vision and/or mission statement. Why is the time right for this initiative?

PROBLEM/OPPORTUNITY

Describe your target user’s need or desire. Include a quick profile of target user Why is this initiative necessary or desirable?

SOLUTION/INITIATIVE

Describe how you want to address the need or opportunity. Concentrate on essential value proposition and user benefits

POTENTIAL RETURN/REVENUE MODEL

Explain the potential profit from this project and, if applicable, describe your revenue model and expected profit margin

COMPETITION OR BENCHMARKS

[If applicable, describe your current & future competitors and any other external risks that the investment may be exposed to. Demonstrate knowledge of the landscape and your competitive advantage. If applicable, describe your benchmarks and why you chose them. What does your analysis of the benchmarks suggest/how did it inform your proposal?]

EXECUTION PLAN/TIMELINE AND IMPLEMENTATION

Describe how you plan to implement your initiative and what the timeline is. If applicable, summarize your sales, marketing, development and partnership plans. Highlight milestones achieved to date and planned for future

FINANCIALS/COST ANALYSIS

Describe the financial resources that you have or need to make the plan successful. If applicable, include available and projected cash, burn rate and revenue. Explain how far will the investment take you and how do you plan to continue from there

THE TEAM/RELEVANT EXPERIENCE

Introduce your team and emphasize what YOU each contribute. Explain the role and responsibility of each member and any other human resources that you would need to execute the plan.

Proposal Title Again Here (Centered)

Introduction

This proposal presents a request to... Provide an effective introduction that establishes the importance of the topic for the university. Briefly identify the problem and its scope (why is the current system inefficient or needing improvement). At the end of this intro section, be sure to provide an overview/map of your proposal for the reader (what your proposal will cover, what it contains, and how you want the reader to use the information).

Scope of the Problem

In more detail, describe the scope of the problem. Why is the current system inefficient, what are the negative repercussions of the current system? What types of problems or issues is it causing and how are they affecting students, faculty, etc? Why is it something that needs to be fixed and why (short-term and long-term effects if it is not)?

Proposed Initiative

The proposed policies would have several characteristics... Describe in detail the recommended change and why it would be beneficial or improve the current system at this time (cite sources if possible to substantiate the changes you are advocating). For example, you can cite precedents of other organizations that have been successful with similar initiatives (raised profits, boosted student/employee morale, productivity, etc.). Be sure to have a clear description of what change or initiative you want the organization to implement or accept. Who will the change impact? Who will it benefit? Who will it disadvantage if any? Why do the overall benefits outweigh any negatives? You can include appropriately sized images related to your proposal. For example, if you are proposing a parking garage, you could include a map of campus with a marker of where the garage would be situated. If you are proposing the purchase

of equipment, items, etc. you could include sample images of the items. Be sure to label your images and describe what they are. See example below.



Figure 1: Solar Powered Umbrella and Charging Station

Provide a conclusion to this section rather than ending with an image.

Cost Projections

Include an estimate or projection of what it would cost to make the change (monetary, materials, staffing hours/additional employees) and provide a projected itemized budget for these costs. You will have to be resourceful researchers to obtain this data but I know you can do it!

Visuals such as charts and graphs from your midterm presentation would work well here.

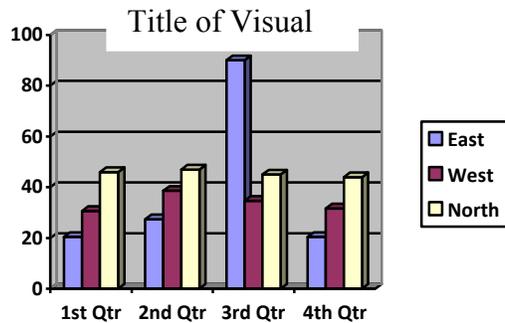


Figure 1: Title

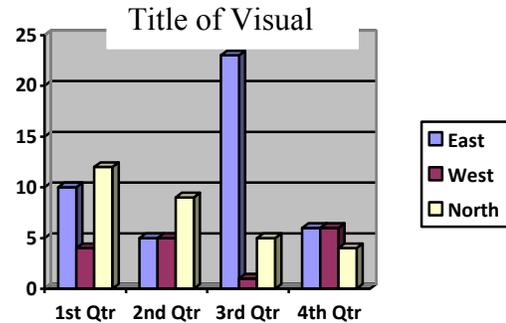


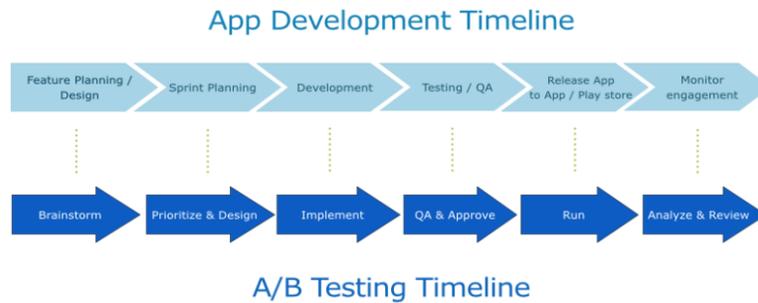
Figure 2: Title

Be sure to cue in your visuals with introductory text and also title and label your visuals (Figure 1, 2 etc.). Explain the significance of the information within the visual and cite any sources you consulted to obtain the data within the visual.

Timeline and Implementation

There are various costs to the university in order to implement the new initiative...

Provide a timeline of when and how this change could be implemented (on a specific launch date, in several phases, starting with one particular student population and then phasing in the rest, or some other implementation strategy)? A project timeline visual would work well here.



Provide a conclusion to this section rather than ending with an image.

Conclusion and Recommendations

Provide a conclusion with succinct recommendations based on your research. Include a persuasive pitch for why the time is right for this change at St. Edward’s and why it is beneficial for St. Edward’s as an organization in the short-term, long-term, etc. Restate the importance of this proposed change and how your initiative could help solve a current problem or bring organizational improvements in operations, morale, productivity or other area.

References

An Employer Guide to Tobacco: Smoke-free Workplace Policies (2010). Workshifts.org.

Government Programs Can Reduce Smoking (2004). National Cancer Policy Board,

Institute of Medicine and National Research Co. *Opposing Viewpoints: Tobacco and*

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Stein, J. (2010, May 10-16). The secret cult of office smokers: Ostracized by their peers,

smokers are taking advantage of their time together. *Bloomberg Businessweek*, 73-77.

US Airways Fact Sheet. (2010). Uisairways.com.