
Purdue Proposal Enhancement Tools

Clear, succinct descriptions of target audiences, anticipated impact, and proposed evaluation methods are critical elements that distinguish successful proposals. Yet these elements are often given only cursory attention.

You may find these elements difficult to articulate because they fall outside your areas of expertise. You may not know how to describe them except in general and imprecise terms—but generalities and imprecision do not make for strong proposals or successful efforts.

The exercises and questions in the seven worksheets that make up the *Purdue Proposal Enhancement Tools* are designed to help you effectively identify and describe the target audiences for your proposal (or project or new course), the anticipated impact of your efforts, and the measures you propose to evaluate your success.

The worksheets will help you verify the direction you feel is necessary and clearly delineate information needed to support your proposal. They'll help identify potential gaps in your basic analysis and how to fill them. They'll move you from the general to the specific, prompting you to organize and analyze disparate pieces of information you may have accumulated over time from a variety of sources and experiences.

You may invest anywhere from 20 minutes to two days working through the *Purdue Proposal Enhancement Tools*, depending on your current understanding of the audiences and issues that affect them—and on the time you can devote. However, the greater your investment, the greater your potential for success.

The *Purdue Proposal Enhancement Tools* can provide you with a succinct but detailed file of information about your target audiences that gives you the edge you need to get your proposal accepted and funded.

Contents

- Initial Issue Description & Anticipated Outcome Worksheet
- Audience Definition Worksheet
- Audience & Issue Verification Worksheet
- Audience & Issue Verification Aids
- Aggregation Worksheet
- Projecting Anticipated Impact & Costs/Resources Worksheet
- Input/Output Worksheet
- Evaluation: Measurement Levels & Methods Worksheet
- Where Do You Go from Here?

Contacts

Contact your Ag Communication liaison (listed below) or any other Ag Communication staff member with whom you may be working if you want help with the ***Purdue Proposal Enhancement Tools***. They can't do it *for* you, but they're available to help you think it through.

Jane Wolf Brown • 765-494-6946 • jwb@aes.purdue.edu
Purdue Extension • International Programs in Ag • Animal Sciences

Steve Cain • 765-494-8410 • cain@ecn.purdue.edu
Purdue Extension Field Staff

Joan Crow • 765-494-0141 • crow@aes.purdue.edu
Consumer & Family Sciences • Horticulture

Steven Doyle • 765-494-8414 • doyle@aes.purdue.edu
Entomology • Food Science

Victor Herr • 765-496-2384 • vh@aes.purdue.edu
4-H • Ag Alumni • Ag Development • Ag Events

Laura Hoelscher • 765-494-8405 • hoel@ecn.purdue.edu
Academic Programs • Ag & Biological Engineering • Ag Economics

Mindy Jasmund • 765-496-3208 • mj@aes.purdue.edu
Biochemistry

Sharon Katz • 765-494-7077 • katz@aes.purdue.edu
Forestry & Natural Resources

Pam Lassiter • 765-494-7079 • pam_lassiter@aes.purdue.edu
Ag Communication

Russ Merzdorf • 765-494-8407 • russ_merzdorf@aes.purdue.edu
Veterinary Medicine

Oscar Nagler • 765-494-9558 • on@aes.purdue.edu
Agronomy • Botany & Plant Pathology • Ag Research • Animal Disease Diagnostic Laboratory

Chris Sigurdson • 765-494-8415 • sig@aes.purdue.edu
News & Public Affairs