**Refining Your Research Plan --Exercise**

Consider the following questions and jot down some ideas to move your proposal project into its next stages, from research to drafting.

**Overview questions**:

1. **Briefly, what project are you pitching?** An ASB to a Hopi Reservation to learn about solar power.
2. **Who is your specific audience?** Dr. Dustin Mulvaney, SJSU prof in envir. Studies (I was going to address Debby Tewa first, but I think it would be better to have someone in the sciences make the first pitch to her, someone who would be more likely to lead a class/trip like this.)
3. **What genre and forum will you use?** I am still deciding, but it will probably be an email with attachments. Alternatively, I might send a “snail mail” letter with hard copy of the attachments and follow up with an email. We get so many emails, I think a hard copy might just command more attention. Plus, Dr. Mulvaney is on sabbatical right now, probably not answering his sjsu email.

**Research/Drafting Plan**

1. What is your **strongest point** to make to your audience (i.e. what will the audience gain from supporting your project? Or what do you and the audience both value that you will refer to as part of your pitch)? I’m hoping this will appeal to Dr. Mulvaney’s values, since his research, teaching, and professional activity all point to a strong concern for protecting the environment and using technology to redress social and economic injustice.

This would also help his career at SJSU and allow him to collaborate with other professionals whose specialties and values overlap with his, particularly the anthropology professor here who would be the Native American expert. Both she and Dr. Mulvaney look about the same age (early 30s) and both went to UC Santa Cruz.

1. **What is the weakest point in your argument, or your greatest rhetorical challenge with this audience?** He might already have his spring breaks and/or summers earmarked for doing his own research, which would probably be more important to his career.
2. **Your ethos**: **What is this audience’s attitude toward you likely to be? How will you present yourself as credible and qualified to discuss this issue (good sense, good morals, and good will)?** We both teach at SJSU, so that is a bond, but people in the sciences don’t always have the greatest respect for people in the humanities, so I’d have to emphasize other things: our shared interest in sustainable food systems, environmentalism, and the social dimension of the science (e.g. social justice). (These things are listed on his faculty page.) I would read some of his research before writing to him to show that I’m not just picking him at random.
3. **What visuals (if any) do you have or do you want to find and what will they add to your argument?** I might include visuals of the other people involved, so it would be less abstract. I’d also try to find pictures of Debby Tewa’s solar projects and her reservation in general.
4. List **research questions** you still need to answer. (Note: this doesn’t necessarily mean formal research. Include things you can find out just by talking to people or scanning a company website.)

* Find out more about the classes he teaches, as one of them might become the basis of an FLP instead of an ASB. Especially “Sustainable Energy Strategies.”
* Read titles/abstracts on his list of publications
* Find out more about the professional associations he belongs to
* Get more information about Debby Tewa’s work and publications to find connections to Dr. Mulvaney’s work/interests.
* See if the other people I have identified at SJSU might be interested in collaborating, esp. the Native American specialist and the Engineers Without Borders leader
* Research Debbie Tewa’s reservation and the area around it to see if his other research interests could be accommodated on this trip—esp. food issues, environmental justice

Sources to look at

<http://www.sjsu.edu/envs/mulvaney/> SJSU home page

<http://www.dustinmulvaney.com/> includes his publications and C.v.