**Researched Proposal Project Memo: Prompt Questions and Sample Answer**

**Memo**: please type this up—*brief* answers for the first 4, somewhat more detailed answers for the 5th. **Do not include the questions** in your memo, just the answers.

1. What do you think is your paper’s strongest element?
2. What do you think is your paper’s weakest element?
3. What was hardest/easiest about this project?
4. What did you improve in the revision? (Be specific; don’t just say “grammar.”)
5. What do I need to know about your audience to understand your rhetorical choices? Include a brief statement of the following as they relate to your topic:

* Who is your audience (be specific)?
* why this audience would care,
* their relevant values, beliefs,
* what they can do about the situation.

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**Sample answers for the last question:**

* My audience is Sam Licardo, Mayor of San Jose.
* I believe he will care about my proposal for a vertical farm pilot project because it fits in with three of the sustainability goals listed on the city website’s environmental pages—green tech jobs, innovation, and green buildings.
* Clearly he believes that our traditional resource use is unsustainable, that climate change is one threat we face, and that we need to be innovative and proactive in our civic response.
* His power as mayor means he can sanction a new project that would involve SJSU students/faculty with mentors from the city-sponsored San Jose Environmental Innovation Center in developing a mini-vertical farm pilot project that could be deployed in area schools. (They fit inside cafeterias).

**Sample introduction to a researched argument that would be formatted as a letter to a public official.**

Dear Mayor Licardo,

After studying the “Environment” pages of the city’s website, I am even happier that I voted for you, and I’m eager to join the effort to help San Jose reach the ambitious goals you have outlined in your Green Vision.

As an instructor at San Jose State University, I am particularly interested in finding ways to connect my students’ energy and creativity to the projects sponsored by your Environmental Innovation Center.

One idea I’d like to suggest—one that would help meet your goals of promoting green tech jobs, fostering innovation, and enhancing green buildings is to establish a pilot project to develop, build, and market mini “vertical farms” in local schools and the Children’s Discovery Museum. These structures are small enough to fit inside a school’s cafeteria and serve to actually grow foods that students can eat, while also providing learning opportunities in urban agriculture and green entrepreneurship.

Below is a preliminary proposal for this plan that outlines its potential benefits, identifies faculty and staff at SJSU who could guide the project, and lists the steps that we could take to make this happen. I hope that you will see how promising this idea could be if it were connected to your Prospect SV partners’ expertise.

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**Then what?** After this introductory section, I would present the data gathered in my research, particularly focused on explaining the pilot projects that already exist, benefits of vertical farms in general, benefits to SJSU students who work on it and to younger students who could have these in their schools, and how this pilot project could be scaled up in the future. Then I’d ask for his endorsement and his advice on how I could work with the Environmental Innovation Center, since it isn’t clear from the website how to link school projects with the center’s development team. Format note: I’d have subheadings for each section.