

Applied Thesis Proposal Format

Title Page

The page should include the following information:

- Title of applied thesis project
- Student's name
- Advisor/committee chair
- Other committee members
- Client organization
- Name of site sponsor
- Date proposal is submitted to advisor and site sponsor

Summary of Project Issues

One paragraph that identifies the issues the client would like the applied thesis project to address. This is where the student articulates the **problem** for which their deliverables will identify potential **solutions**.

The student should keep in mind that the primary audience for the proposal is the client; committee members constitute a secondary audience. So the proposal should be written in a style that is targeted to the client's communication practices. For most clients, this means no footnotes, bibliography, etc.

Deliverables

A summary of what the student will deliver to the client at the end of the project. This is where the student describes potential **solutions** to the **problem** identified in the previous section. The description of the deliverables should cover both *forms* and *contents*. *Forms* might include one or more of the following: a written report; a verbal presentations; a video; a series of interactive meetings with members of the client organization; a website; a training program; or a manual. The *contents* of the deliverables are the student's findings regarding the issues that the client organization wants help with.

Project Design

This is a description of the stages or major activities of the applied thesis project. These stages will commonly include data collection, analysis, and preparation of deliverables. However, each project is different, so types of stages may vary considerably.

Each stage of the project should be described in detail. For instance, a data collection

stage should identify what methods are being used (participant observation, in-depth interviews, etc.), and what population is being examined. The student should be as specific as possible, for instance specifying how many interviews are planned; how many hours will be spent doing participant observation; and what the demographic breakdown of the subjects will be. The student should also explain how each stage of the project contributes to the outcome of the applied thesis, so that the client understands its importance.

Timeline

A chart that displays the entire duration of the project from start to finish, and indicates when each stage will be begun, and when completed. Stages may overlap. The stages listed in the timeline should be identical to those listed in the Project Design section. A Gantt chart is ideal – if you don't know what it is, Google it.

Costs (if applicable)

This section should be included if the student is seeking a paid internship or consultancy.

Student's Background

A one-paragraph summary that demonstrates the student's preparation to engage in the applied thesis project. The student should describe relevant experiences in any of the following: previous jobs, other ethnographic fieldwork projects, and educational background.