

Option 2: Agency Proposal: Creating Change At The Macro Level

Purpose

As discussed in Chapter 1, human services involves working with people at different levels, including the micro, meso, and macro levels. While some workers prefer creating change one individual or family at a time, others prefer creating change on a bigger scale. This assignment gives you the chance to create an agency or program that aims to make change in a community at the macro level.

Directions

This assignment involves creating a human services agency or program designed to improve the lives of clients in some way. You will write a proposal for an agency, following the outline below. This assignment gives you experience in taking an idea (“Somebody ought to do something about...”) and following the steps necessary in order to provide services. It is important that you address ALL of the prompts in the outline below.

A great resource for this assignment is [Candid. Learning](https://learning.candid.org/training/introduction-to-proposal-writing/)’s proposal writing tutorial. (If the link does not work, paste <https://learning.candid.org/training/introduction-to-proposal-writing/> in your browser). It can be especially helpful to review some of the sample budgets to help you create your own budget. The website does require you to create an account, but the tutorial is free.

While you may follow an outline format for this paper, it should be written in full sentences and with paragraphs.

This assignment should be 4-5 pages in length, and include the following sections:

- A. A. Executive Summary
 - What is your program’s “mission”? Outreach, Counseling for substance use
 - Who do you want to help?
 - What change do you hope to create?
- B. Statement of Need
 - Why is it needed?

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- Why do YOU want to create it?
- C. Project Description
 - What services will this agency provide? (Be as specific as possible)
 - Who is eligible for services? (How will you determine eligibility?)
 - How will you measure service outcomes?
 - (It is important to be specific here i.e.-Weekly individual counseling for teen parents in the Estacada area)
- D. Budget
 - What are some of the main items you will need to consider in budgeting for this agency?
 - (for example, personnel, office space, car travel, supplies, etc.)
 - Who will you request funding from? (What other agencies or programs might be interested in your program?) Measure 10, Churches, 4D recovery,
 - Will clients have out of pocket expenses? Why or why not? (This will be challenging, but make an effort to find out how much your services will actually cost to provide—you may be surprised at how expensive services can be!)
- E. Organization Information
 - What are the qualifications of the staff? Do you require specific education or
 - other specific skills?
- F. Conclusion
 - Summary of the proposal's main points
 - **Which job within the agency would you want and why?**

Criteria For Success

To be successful in this assignment, a student will have an increased understanding of the knowledge and skills needed to create change on the macro level, and to understand the expense of providing services.

A successful outcome of this assignment would be a complete agency proposal that clearly expresses the goal of the program and how the student proposes to achieve those goals. The proposal will be graded according to the following rubric:

Element	Well Developed	Developing	Needs Development	Absent

The mission of the agency is clearly stated	20	15	10	0
The services provided and to whom they are provided are described	25	20	15	0
The budget includes all personnel, office space or other supplies needed	15	10	5	0
Description of personnel and qualifications is specific and clear	20	15	10	0
Conclusion includes a thought out explanation of student's preferred position in the agency and the reasons for that choice	10	7	5	0
Writing is clear with correct spelling, grammar,	10	7	5	0

and sentence structure				
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