

Now that you have developed the “needs explanation” and the “description of innovation” part of the proposal, you must now determine how this innovation will be implemented and what potential obstacles may arise with this innovation. (Emphasis: clarity, counter-argument.)

Requirements:

- 2-3 additional pages
- MLA Format
- Must include in-text citations

This section of the proposal addresses the following:

Implementation: This part of the proposal assesses the feasibility of the innovation and presents an overall plan for designing, testing, and assessing the progress of the innovation (the science behind the innovation and how it will work).

Potential Obstacles: This component of the proposal will discuss any obstacles and/or counter-arguments that may arise with implementation of the innovation. Anticipating the potential obstacles will help you to proactively address the reader’s concerns and ensure that your innovation is widely accepted.

Timeline:

Dec 5, 2017 – Part II Introduction and Brainstorming

Dec 5, 2017 – Dec 7, 2017 – Part II Work Time

Dec 8, 2017 – Part II DUE

Point Value

40 points

Due Date: _____

	Exceeds Expectations (5)	Meets (4)	Partially Proficient (3)	
Implementation (x4)	Provides a comprehensive plan for implementing the innovation. Specific advertising tactics and materials are explained. Special training and education that will be required and jobs associated with the innovation are explained. Includes properly formatted IN-TEXT CITATIONS.	Provides a plan for implementing the innovation. Provides advertising tactic ideas. Mentions training and jobs associated with the innovation. Includes IN-TEXT CITATIONS.	Provides a brief plan for implementing the innovation. Includes but does not develop advertising ideas.	Does not provide a plan for implementing the innovation. Does not include advertising ideas.
Potential Obstacles (x4)	Thoroughly addresses each anticipated counter-argument and proposes a valid solution. Includes properly formatted IN-TEXT CITATIONS.	Addresses counter-arguments and proposes a valid solution. Includes IN-TEXT CITATIONS.	Acknowledges counter arguments.	Does not address counter arguments.

_____ / 40 Total Points

Comments: