



Five-Page Proposal for Marina College



The dean of Marina College in Seattle has asked the Business Department to submit a proposal to request approval for a new program to train office administrators. You will Set up the Document, Create Page 1, Create Page 2, Create Pages 3 and 4, and Create the Table of Contents and Cover Page. Figures B-3 through B-7 on pages 29 through 35 show the five pages of the completed proposal.

Activity:

Set Up the Document

You need to insert a header and a footer, and then modify styles in the Modern Quick Style set.

Trouble

Click the Show/Hide ¶ button  to show the paragraph marks if necessary, and click the View Ruler button  if necessary to show the ruler.

Hint

The method you used in Step 7 to update the Heading 1 style is a short-cut method that works well when you need to make several changes at once to the formatting associated with a style.

Steps:


1. Start Word, click the **Insert** tab, click the **Header** button in the Header & Footer group, click the **Blank** style, type **Executive Assistant Program Proposal**, press [Tab] twice, click the **Date & Time** button in the Insert group, click the style that corresponds to April 20, 2010, then click **OK**
2. Click the **Go To Footer** button in the Navigation group, type your name, then press [Tab] twice
3. Click the **Page Number** button in the Header & Footer group, point to **Current Position**, select the **Plain Number** style, click the **Close Header and Footer** button in the Close group, then save the document as **Marina College Proposal** in the location where you store your Data Files
4. Click the **Change Styles** button in the Styles group, point to **Style Set**, then click **Modern**
5. Click the **Heading 1** style in the Styles gallery, type **Introduction**, press [Enter], click the **Change Styles** button in the Styles group, point to **Colors**, then click **Paper**
6. Select **Introduction**, change the font size to 14 pt, click the **Shading list arrow** in the Paragraph group, click **Lavender, Accent 5, Darker 50%**, click the **Borders list arrow** in the Paragraph group, click **Borders and Shading**, click the **Color list arrow**, select the same lavender color, then click **OK**
7. Right-click **Introduction**, point to **Styles**, then click **Update Heading 1 to Match Selection** as shown in Figure B-1
8. Click below "Introduction" to deselect it, right-click **Heading 2** in the Styles gallery, click **Modify**, click the **Increase Indent** button  once, click **Format**, click **Border**, click the **Shading** tab, click the **Fill list arrow**, select **Lavender, Accent 5, Lighter 80%**, click the **Borders** tab, change the line color to the same light lavender, click **OK**, then compare the Modify Style dialog box to Figure B-2
9. Click **OK**, then save the document

FIGURE B-1: Updating the Heading 1 style

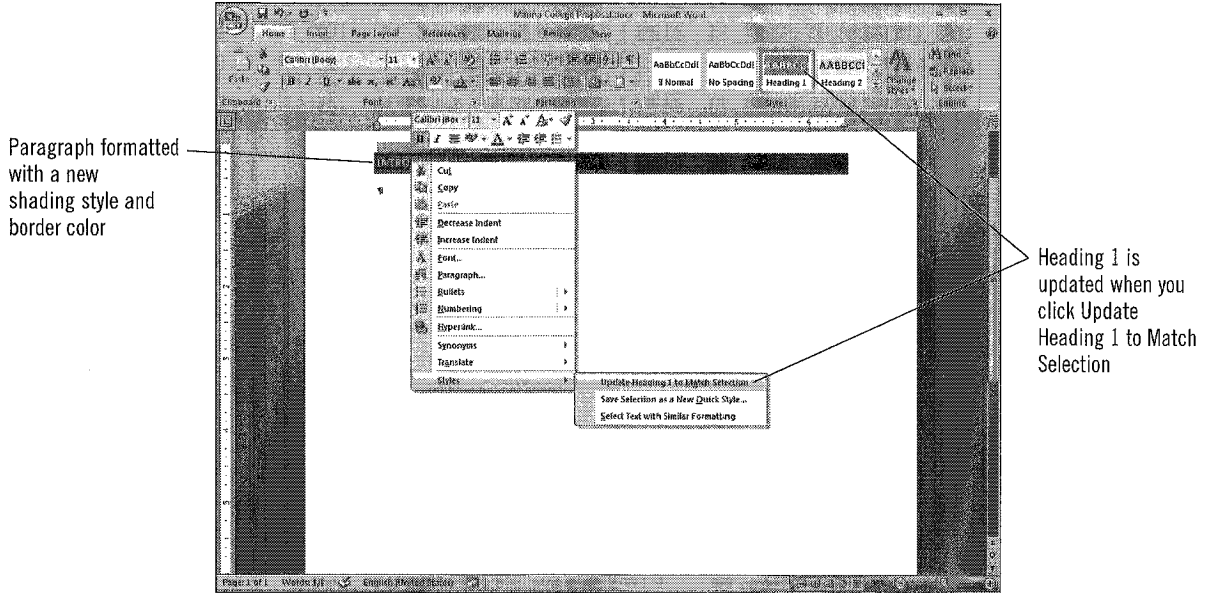
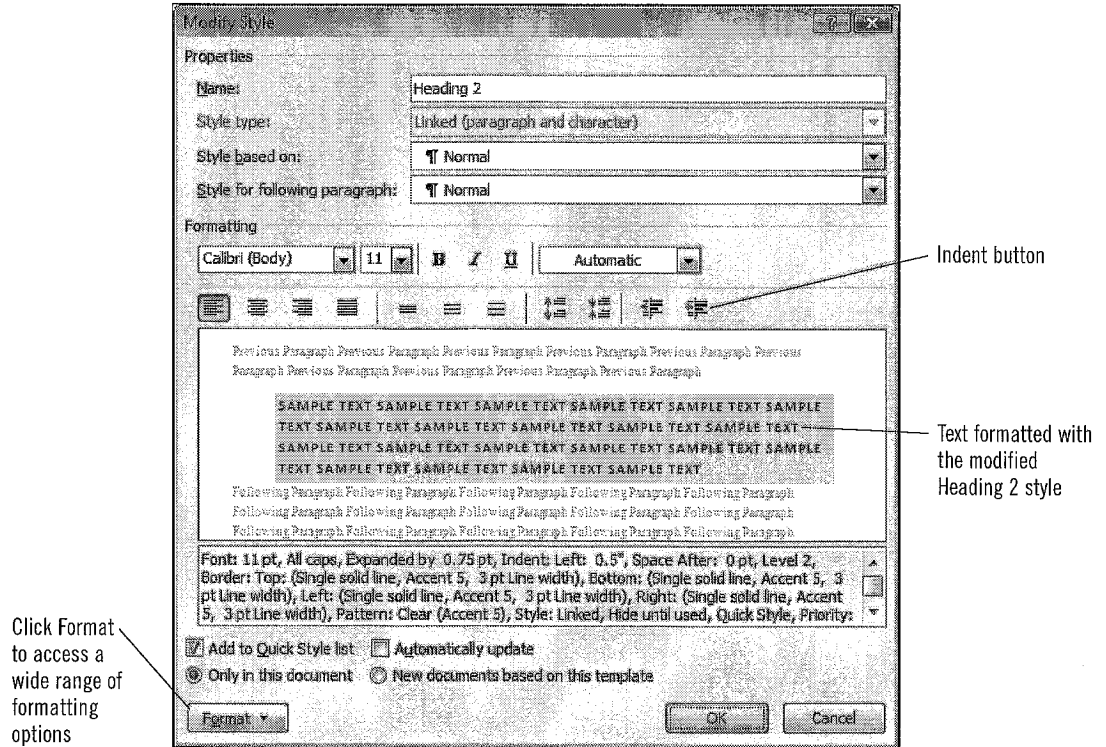


FIGURE B-2: Heading 2 style modified











Activity:

Create Page 1

First, you need to create a new style to format the proposal text. The new style, which you name Proposal Text, changes the text indent to .5, the line spacing to 1.5, and the before paragraph spacing to 12 pt. Then, you need to enter the text required for page 1 and create a citation. The completed page 1 is shown in Figure B-3.

Steps:

1. Click the **Styles dialog box launcher** , click the **New Style button**  at the bottom of the task pane, then type **Proposal Text** as the style name
2. Select the **11 pt font size**, click the **1.5 Space button** , click the **Increase Paragraph Spacing button**  once, click the **Increase Indent button** , then click **OK**
All text formatted with the new Proposal Text style will have 1.5 spacing between lines, 12-pt spacing between paragraphs, and be indented .5".
3. Close the Styles task pane, then type the introductory paragraph as shown in Figure B-3
4. Press **[Enter]**, click **Heading 1** in the Styles gallery, type **Scope of the Program**, press **[Enter]**, click **Proposal Text** in the Styles gallery, then type the next paragraph as shown in Figure B-3
5. Press **[Enter]**, select the **Heading 2** style from the Styles gallery, type **Description of Need**, then press **[Enter]**
6. Select the **Proposal Text** style, then type the next two paragraphs as shown in Figure B-3
7. Click the **References tab**, click the **Insert Footnote button** in the Footnotes group, then type the footnote text as shown in Figure B-3
8. Click the **Home tab**, click the **Styles dialog box launcher** , click the **Style Inspector button** at the bottom of the Styles task pane, then click the **Reveal Formatting button**  in the Style Inspector task pane
When text is formatted with a style that is not included in the Styles gallery, you can determine and then modify the formats in the Reveal Formatting task pane.
9. Click **Paragraph Style** in the Paragraph section of the Reveal Formatting task pane, click **Modify**, click the **Increase Indent button** , change the font size to **11 pt**, click **OK**, click **Apply**, close all open task panes, click anywhere in the text to exit the footnote area, then save the document

Trouble

If Heading 2 is not visible in the Styles gallery, click the Gallery's down scroll arrow or the More button.

FIGURE B-3: Proposal, page 1

Executive Assistant Program Proposal

Current Date

INTRODUCTION

This proposal presents a request to develop the Executive Assistant program to train students for employment as Administrative and Executive Assistants, Office Managers, and Office Administrators. Included in the proposal is a discussion of three factors related to the development of the program: Scope of the Program, Proposed Courses, and Funding Requirements. If approved, the Coordinator of the Business Department will develop course outlines and begin to recruit students for entry into the program in September 2010.

SCOPE OF THE PROGRAM

The proposed program will provide students with extensive training in computer applications and business-related skills. The goal of the program is to train students for employment. The program will run for nine months from September to May and include a two-week work practicum. Students who graduate from the program will be prepared to enter the workforce.

DESCRIPTION OF NEED

At present, none of the local community colleges offers an Executive Assistant program. Westview College, the closest competitor to Marina College, offers an Administrative Assistant program that primarily attracts students who have just graduated from high school. The proposed Executive Assistant program will target candidates who have either several years of college or considerable work experience. These candidates require practical skills that will help them gain employment in an office environment.

The marketing survey conducted by Martha Wise, Coordinator of the Business Department, is attached to this proposal.¹

¹ Personnel agencies, human resources professionals, and businesspeople responded to the survey. The results show a need for candidates with the skills offered by the Executive Assistant program.

Your Name

1

Activity:

Create Page 2

You need to insert a page break so that the text and headings you enter next appear on page 2. When you have finished entering the text and headings, you insert the table for the list of courses and enclose it in a rounded rectangle. The completed page 2 is shown in Figure B-4.

Steps:



1. Click at the end of the last paragraph on page 1 after the footnote reference number, click the **Page Layout** tab, click **Breaks** in the Page Setup group, click **Page**, click the **Home** tab, select the **Heading 1** style, type **Proposed Courses**, then press [Enter]


2. Select the **Proposal Text** style, then enter and format the text required for the rest of page 2, except the table in the Course Descriptions section as shown in Figure B-4


Remember to format the two subheadings with the Heading 2 style and the paragraphs of text with the Proposal Text style.

3. Press [Enter] following "Executive Assistant program.", click the **Insert** tab, click the **Table** button in the Tables group, click **Insert Table**, type 2, press [Tab], type 9, click **OK**, then enter the text for the table as shown in Figure B-4

The text will wrap to page 4. You'll fix this problem in the next step.

4. Scroll up to the top of the table, move the pointer over the **upper-left corner** of the table to display the **table move handle** , then click  to select the entire table


5. Drag the **left edge** of the table to the right to reduce the width of column 1 to approximately 1.5", double-click the **right edge** of the table to increase the width of column 2 so none of the lines wrap, click the **More** button  in the Table Styles group to show the selection of table styles, then click **Medium Shading 1 - Accent 5** (fourth row, lavender)

6. With the table still selected, click the **Page Layout** tab, reduce both the Before and After Paragraph Spacing in the Paragraph group to 0, click the **Home** tab, then click the **Center** button  in the Paragraph group

7. Click above the table to deselect it, click the **View** tab, click the **Zoom** button in the Zoom group, click the **75% option** button, then click **OK**

In 75 percent view, you can easily see the entire table.

8. Click the **Insert** tab, click the **Shapes** button in the Illustrations group, then click the **Rounded Rectangle** button (top row in the Basic Shapes section)

9. Drag the mouse to draw a rounded rectangle (any size), click the **Shape Fill** list arrow  in the Shape Styles group, click **No Fill**, use your mouse to adjust the size and position of the rounded rectangle so that it encloses the table like a border as shown in Figure B-4, then save the document

Hint



You can use your arrow keys to position the rectangle precisely.

FIGURE B-4: Proposal, page 2

| | |
|--------------------------------------|--------------|
| Executive Assistant Program Proposal | Current Date |
|--------------------------------------|--------------|

PROPOSED COURSES

Mark Trent, an instructor in the Business Department, developed eight new courses for the proposed Executive Assistant program. He was assisted by Dr. Wendy Knutson, a Management Consultant and former faculty member at Marina College.

COURSE OVERVIEW

Students in the proposed Executive Assistant program will take eight courses over two terms: September to December and January to May. The courses are evenly divided between theory-based and application-based courses. During the program, students become proficient in several software applications. In addition, students improve their written and oral communication skills, develop project management skills, and learn how to plan and run special events.

COURSE DESCRIPTIONS

The following table lists the eight courses offered to students in the proposed Executive Assistant program.

| Course | Description |
|---------------------------------|--|
| Basic Business Skills | Learn the fundamentals of business |
| Document Design | Develop expert-level skills in Microsoft Word |
| Project Management | Learn the fundamentals of project management |
| Budgeting & Analysis | Develop spreadsheet skills using Microsoft Excel |
| Web Page Design | Use HTML to design Web pages |
| Event Planning | Organize special events |
| Data Management | Develop database skills using Microsoft Access |
| Communications | Develop written and oral communication skills |

| | |
|-----------|---|
| Your Name | 2 |
|-----------|---|

Activity:

Create Pages 3 and 4

You need to include a radial diagram that illustrates the various sources of revenue required to run the Executive Assistant program. In addition, you need to include information about estimated expenses and a conclusion. The completed page 3 is shown in Figure B-5.

Steps:



1. Change the zoom to 100%, add a page break at the bottom of page 2, click at the top of page 3, click the **Home** tab, select the **Heading 1** style, type **Funding Requirements**, then enter the headings and text required for the Estimated Costs and Estimated Revenue sections as shown in Figure B-5
Remember to format the two subheadings with the Heading 2 style and the paragraphs of text with the Proposal Text style.
2. Press [Enter], click the **Insert** tab, click the **SmartArt** button in the Illustrations group, then click **Cycle**
3. Click the **Basic Radial** diagram (third row, second column), then click **OK**
A diagram with five circles is inserted, and the SmartArt Tools Design and Format tabs appear, with the Design tab selected.
4. Click in the middle circle, type **Funding Sources**, click the **Add Shape** button in the Create Graphic group to insert a new circle, then enter text in the five perimeter circles as shown in Figure B-5
5. Click the **SmartArt Styles More** button  in the SmartArt Styles group, click the **Polished** style in the 3-D section, click the **Change Colors** button in the SmartArt Styles group, then click **Colorful - Accent Colors** (the leftmost style in the Colorful group)
6. Click the **SmartArt Tools Format** tab, click the **Size** button, set the height at 3.2", then press [Enter]
7. Click the **Home** tab, click a white area of the diagram, then click the **Bold** button  in the Font group
All the text in the SmartArt diagram is formatted with bold.
8. Close the SmartArt task pane if necessary, double-click at the left margin below the diagram, type **Conclusion** and apply the **Heading 1** style, enter the concluding paragraph in the Proposal Text style as shown in Figure B-5, then save the document

FIGURE B-5: Proposal, page 3

Executive Assistant Program Proposal

Current Date

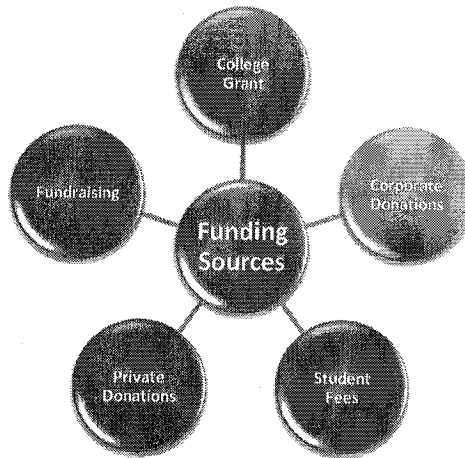
FUNDING REQUIREMENTS

ESTIMATED COSTS

The total estimated cost for the proposed program is \$138,000 broken down as follows: \$80,000 for faculty (based on a \$10,000 cost per course), \$35,000 for administrative support, \$10,000 for advertising, and \$13,000 for new software.

ESTIMATED REVENUE

The radial diagram shown below displays the various funding sources available.



CONCLUSION

The Executive Assistant program will enroll 36 students at a cost of \$3,000 per student for total fees of \$108,000. The remaining funding should break down as follows: College Grant; \$15,000, Corporate and Private Donations: \$10,000, and Fundraising: \$5,000.

Your Name


3

Activity:

Create the Table of Contents and Cover Page

You need to insert a section break above the first page of the proposal text, generate a table of contents, and create a cover page.

Steps:

1. Press [Ctrl][Home], click the **Page Layout** tab, click **Breaks**, click **Next Page**, press [Ctrl][Home], click the **Home** tab, then click the **Clear Formatting** button  in the **Font** group
2. Type **Table of Contents**, press [Enter] four times, then enhance the **Table of Contents** title with **Bold**, a font size of **16 pt**, and **Center** alignment
3. Click at the second paragraph mark below “**Table of Contents**,” click the **References** tab, click the **Table of Contents** button in the **Table of Contents** group, click **Insert Table of Contents**, click the **Formats** list arrow, click **Formal**, then click **OK**
4. Press [Ctrl][Home], insert another **Next Page** section break, move to the top of the document again, click the **Insert** tab, click the **Header** button, click **Edit Header**, then click the **Different First Page** check box in the **Options** group to select it
This step returns the header and footer on the first page to blank.
5. Click the **Next Section** button twice in the **Navigation** group to move to the header for section 3 (which contains the proposal text), click the **Link to Previous** button in the **Navigation** group to deselect it, click the **Go to Footer** button, click the **Link to Previous** button to deselect it, click the **Page Number** button in the **Header & Footer** group, click **Format Page Numbers**, click the **Start at** option button, verify that “1” appears in the **Start at** text box, then click **OK**
6. Click the **Previous Section** button in the **Navigation** group to move to the footer for section 2 (the table of contents), click the **Link to Previous** button to deselect it, click the **Page Number** button, click **Format Page Numbers**, click the **Number format** list arrow, click the **i, ii, iii** number format, click the **Start at** option button, verify that “i” appears, then click **OK**
7. Go to the header, click to the left of the header text to select it, press [Delete], then click the **Close Header and Footer** button in the **Close** group
*The table of contents page appears in its own section. You can delete the header text without deleting it from the rest of the proposal text because you deselected **Link to Previous** in section 3.*
8. Scroll to and then right-click the **table of contents**, click **Update Field**, click the **Update entire table** option button, click **OK**, deselect the **table of contents**, then compare it to **Figure B-6**
9. Scroll the document, verify that “i” appears in the footer on the **Table of Contents** page and “1” appears in the footer on the first page of the text, press [Ctrl][Home], click the **Insert** tab, click **Cover Page** in the **Pages** group, select the **Pinstripes** style, enter text in the content controls as shown in **Figure B-7**, save the document, print a copy, then close the document

 Hint

The table of contents is automatically generated based on the styles you applied to the various headings.

 Hint

By deselecting the **Link to Previous** button in section 3, you ensure that any changes you make to the header and footer in section 2 will not affect the header and footer in section 3.

 Additional Practice

For additional practice with the skills presented in this project, complete **Independent Challenge 1**.

FIGURE B-6: Completed table of contents

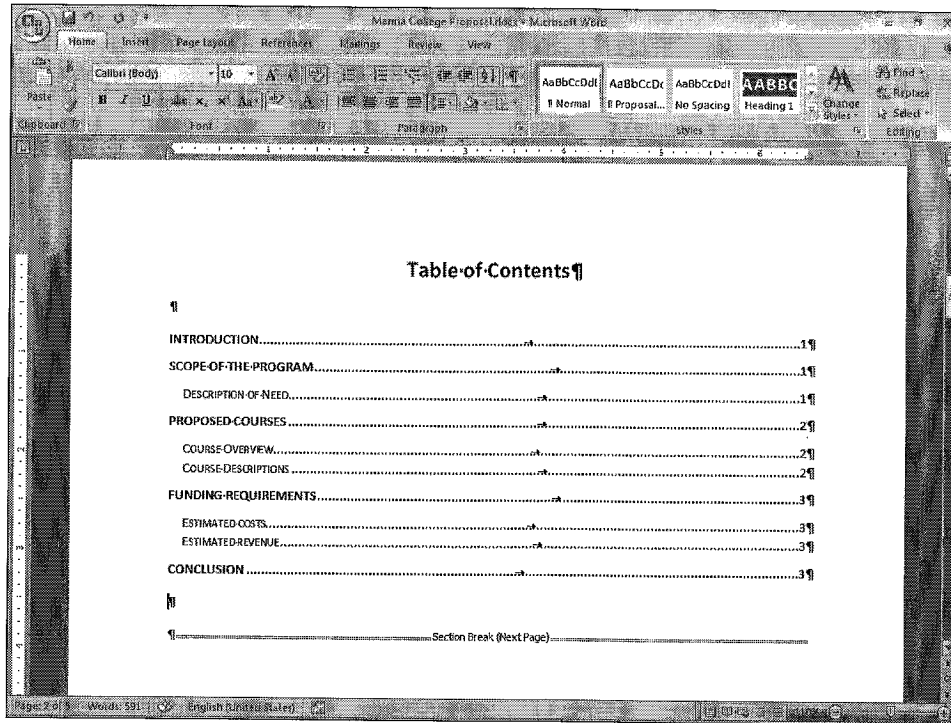


FIGURE B-7: Completed title page with the Pinstripes style

