

COMU 315: Intercultural Communication – rev for 2020

Civic Engagement Signature Assignment

Week 8 (80 pts.)

This Civic Engagement signature writing assignment fulfills the Institutional Learning Outcome 3, Civic Engagement: Describe insights gained from engaging physically and/or intellectually with activities of personal and public concern that are both individually life enriching and socially beneficial to the community.

Instructions:

Part 1: Prospectus

In a minimum of 750 words, write a prospectus and addendum (Parts 1 and 2) for an initiative for your community that would address an issue raised in this course that touched your compassion or anger. For context, a prospectus is "a preliminary printed statement that describes an enterprise (such as a business or social service enterprise) that is distributed to prospective funding sources or other interested parties."

Include the following categories:

- **The Call:** Include a pitch, how you would persuade the audience or reader.
- **The Need:** The need should respond to your observations in your community. Include evidence of need, and reference this evidence as well as you can.
- **The Response:** Describe how your organization will respond to the need.
- **The Ask:** In some detail explain the action that you wish for your audience or reader to take.
- **Contact information:** Include contact information needed to take the next step.

Part 2: Addendum (submit in the same document as the prospectus)

- Write an **explanation** that justifies why you chose this project to address a need in your community.
- **Reflect** on insights you gained from this community engagement.

Other considerations: If you were going to use this product for your community work, you would also include a budget and a rendering or other related material as seen in the Portland Affordable Housing example. It is not necessary for this assignment, but you may include as you see fit.

Your submitted prospectus should look a lot like the exemplar from the Portsmouth Union-Disciples of Christ Church's prospectus for low-income housing to be constructed on its property in Portland, Oregon. Click [here](#) to view the church's sample prospectus. Please use the format on the first page of this example. Your prospectus should be a functional document that you or the organization might actually use. Graphics are welcome but not required.

Here is a second prospectus example from "Strong Women – Strong Girls" out of Boston--

<https://www.socialinnovationforum.org/sites/default/files/Strong-Women-Strong-Girls-2007-Prospectus.pdf> . Yours certainly does not need to be this extensive.

SPECIAL NOTE: If you are already or were involved in or know of some local activities like this one, you can use it for this assignment as long as it fits with the objectives of "civic engagement" as defined above. Also here's a "think" list of community service projects that you might want to consider -- <https://blog.prepscholar.com/129-examples-of-community-service-projects> .