

# PROPOSAL BRIEF

<b>Proposal Title:</b>	Title Name
<b>Proposal Sponsor:</b>	Person's Name
<b>Date Proposed:</b>	Date

## Problem or Opportunity Statement

Define the issue succinctly. This quickly tells participants why this item requires attention as it relates to the organization's priorities or mission.

## Background

Provide a short background explanation for discussion preparation. Let readers know the context within which the topic / proposal emerged. Depending upon the topic it may be as simple as saying "this decision is made annually to meet federal requirements" or "a new issue that has emerged due to trend data." It may require data points. Be concise. Say only what is needed and no more.

## Proposal / Decision Point

Clearly state the proposal for consideration. Sometimes, 1-3 options are presented. Articulate any deadline for action.

To generate critical thinking, share known positives and negatives (strengths /weaknesses) of the proposal. Be crisp. Use bullets or insert a concise chart. This section cannot substitute for debate, but it should honestly prepare decision-makers to consider all angles of debate. If the requested outcome does not warrant pro/con bullets, consider if critical questions for debate should be listed. State the recommended action or specific ask.

If multiple options are presented, be prepared to state which is the recommended proposal either in the Brief or in the meeting.

Pros		Cons	Recommended Action
<ul style="list-style-type: none"><li>Bullet point</li><li>Bullet point</li></ul>		<ul style="list-style-type: none"><li>Bullet point</li><li>Bullet point</li></ul>	
Critical Questions	This may be a list of the critical questions for debate or a list of threshold questions that remain unanswered or warrant further debate.		

## Reference Materials / Attachments

If any content materials need to be reviewed, either insert the overview here or provide an attachment. For example, a rule, policy, procedure, process flow, contract, RFP, grant proposal, budget request, conference agenda may be attached so meeting decision-makers can meet the expected outcome. If it is a detailed document, consider providing an executive summary and point to the most relevant pages/sections.

### REMINDER:

- To be effective, the Brief must provide accurate, essential information and define the impact of the issue within an efficient amount of time.*
- In almost all cases, a Brief should be no more than one page, never more than two pages.*
- For public entities, remember that all Briefs are public records.*

Instruction:

*The Proposal Brief should be submitted to secure an Agenda spot. This ensures the sponsor fully explores the proposal and is prepared to represent it before colleagues. It gives the Meeting Leader the chance to seek clarifications and determine if it merits agenda inclusion. The Brief should be distributed prior to the meeting to participants to allow for discussion preparation.*