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Project Narrative

Suppose the leader of an organization has asked you to write a proposal to spend \$5,000,000 on a project with the following criteria. The project must yield or expect to yield an improvement in any socio-economic indicators, e.g., poverty status, hunger, crime, education, income, health, etc., and all the project funds must be spent in 3 years.

1) Describe the project.

Our business project will be focus on the improvement of education within our community. We will do this by offering useful resources that will help our community members start or further their careers.

2) What are the goals of the project?

Our goals include:

- Improving overall education within our community through training, classes, and mentoring.
- Increasing employment rates by offering affordable education that addresses educational gaps for individuals when obtaining a job or growing their job skills.
- Enhancing the job market by providing employers with qualified applicants and employees that will improve their business with knowledgeable workers.

3) What are the desired outcomes of the project?

We aim to provide individuals with the tools, resources, and skills that will help them obtain the jobs and careers that they desire. Providing access to affordable and quality education will help us address the diverse needs and aspirations of our local community members. We will foster a culture of confident job applicants and employees by creating a positive social outcome that addresses social change through educational advocacy, mentoring and empowerment.

4) What are the activities/work associated with achieving the goals and desired outcomes of the project?

Activities will include:

- Search for an office space or building that will allow us to serve our learners and educators with the space and amenities that they require.
- Partnering with various non-profits and assistance programs that can refer individuals that would benefit from our services.
- Obtaining knowledgeable and compassionate educators that will help us reach our overall goals as an organization.

- Acquire the proper resources such as technology, learning materials, supplies, and other resources needed to be successful.
- Address marketing needs by creating a logo, brochures, flyers, a website, and branding that will effectively display our passion for helping others.
- Search for investors through networking and venture capital and share our valuable mission with them to encourage investments that will grow our community's skills.
- Plan events, webinars, and attend job fairs to recruit potential individuals that would benefit from our services.
- Utilize third party businesses for human resource services and benefits packages for our employees.

5) What is the expected impact on the identified socio-economic indicator(s) of the project?

We strive to help learners discover their strengths and further their professional development by offering inclusive and equitable education that will help our community grow economically and socially, improving our community's workforce and educational outcome.

6) How will the impact and project performance be measured?

We will measure the impact of project performance by monitoring new learners, retention rate, testing and competency exams, and GED graduates. Measuring demographics in our community such as income and employment rates that demonstrate improvements in our area. Learners will provide us with feedback on their job searches and career outlook within their desired fields.

7) What are the long-term prospects and plans for the project beyond 3 years?

Our long-term prospects and plans for the project for beyond 3 years include:

- Expanding to a larger building or office space will allow us to accommodate more learners and implement new learning programs.
- Creating a secondary program that will offer resources and activities for the children of our learners. This may include a childcare center, literacy classes, and extra-curricular activities.
- Give back to our local community by hosting free events for all ages that create a fun and interactive environment for people to enjoy.