Memo

To: Ms. Pepper Potts  
From: Jenn Kepka  
Date: May 10, 2010  

Re: Proposal for LBCC Scholarship Benefitting Students with F.O.B.

The following is a preliminary proposal to conduct further research into spending the Stark Charitable Gift to fund 15 full-tuition scholarships for students at Linn Benton Community College (LBCC) who suffer from Fear of Bears (F.O.B.). F.O.B. is an untreatable condition that currently afflicts a large swath of the LBCC population. Investing the Stark Charitable Gift into these scholarships would, I will prove, benefit not only the student recipients but also the LBCC community and, by extension, Stark Industries. I plan to conduct research as detailed here into the appropriate methods for granting the scholarships. I look forward to your input on this matter and hope you will consider my proposal a candidate for further study.

The Problem of F.O.B.
Fear of Bears is an untreatable syndrome that afflicts approximately one out of every three Americans in total, or roughly 75 percent of Americans who have ever lived in an area frequented by bears. As Oregon is considered a moderate-to-high risk bear sighting state, the problem of F.O.B. is most likely very great here. F.O.B. is characterized by a near-paralyzing fear that makes it difficult and sometimes impossible for the inflicted person to leave his or her home for fear of encountering a bear. This can make attending classes or school activities very difficult for students.

Luckily, LBCC has had their campus certified as Bear Free®, making it possible for students to attend classes without worrying about a bloody and horrifying attack. These same students, though, may still face extreme difficulties in holding down jobs – which can make the cost of attendance prohibitive. Thus, those students who do not otherwise qualify for financial aid generally are not able to attend LBCC, robbing the campus of an interesting and diverse group of eager potential students.

Benefits of an F.O.B. scholarship
In the report, I will document the following: (1) providing scholarships will encourage more F.O.B.-afflicted students to enroll at LBCC; (2) continued funding will make it possible for those who cannot hold outside employment to remain in school; (3) education and training, such as that which is available at LBCC, will make it possible for those who suffer from F.O.B. to find suitable employment after graduation in industries that are traditionally bear-free; (4) the addition of F.O.B. students to the classroom will enrich the experience of current students and faculty members, providing a more well-rounded education (and eventually a better trained workforce) for LBCC and the community.

Report Audience
I will address the report to you, as CEO of Stark Industries; to the committee overseeing the scholarship decisions; and to the President of LBCC.
My Qualifications
I myself suffer from F.O.B. and have for years; I am also a student at LBCC. While there is no cure for F.O.B., I have found the supportive community that exists at LBCC to be extremely key to my recovery and normal function. I have no experience in financial aid administration or in corporate charitable giving decisions, but I as a student and an F.O.B. expert, I know I can find suitable resources and will know best where to research this plan. Please review the tentative bibliography for more information.

Plan for Feasibility Report
I will deliver the report to your office on June 10, 2010. My plan for completing the project is as follows:

1. Demographic research through May 15
2. Draft of executive summary finish May 19
3. Peer review of executive summary through May 20
4. Write preliminary outline finish May 25
5. Peer review of outline through May 30
6. Revise and re-draft based on feedback through June 6
7. Produce graphics finish June 6
8. Finalize draft finish June 8
9. Deliver proposal on June 10

Costs
There will be minimal costs involved in producing this proposal. They include my time (approximately one hour a day for the next three weeks) and the costs associated with producing printed copies for peer reviews and for the final delivery. I anticipate spending no more than $10 outright on the project entirely.

List of Graphics
A list of graphics I plan to use is presented here:
1. Percentage of students at LBCC who current suffer from F.O.B. Graph
2. Percentage of income students spend on tuition Graph
3. National map of High Incidence of F.O.B. Map

Tentative Outline

[note to students: we will not include this section in our proposal memos, but it is a standard part]

TENTATIVE BIBLIOGRAPHY