

Political Science 326  
Presidential Proposal (15%)

Due: Tuesday, May 16 by 3:00pm – **No extensions or late assignments**

Cal Poly Pomona has received a generous government donation with the instructions to build a branch of a presidential library at Cal Poly Pomona. As experts on the successes of various presidential administrations, you have entered a campus competition to help decide which administration will be awarded the branch. As part of the competition, you must formulate a proposal to argue that the successes of a presidential administration justify the inclusion and commemoration of that administration here on campus.

The presidential proposal is the follow-up assignment to your presidential profile. The proposal consists of three elements:

- Cover letter (1-2 pages, letter formal, single-spaced)
- *Extra Credit*. Brochure (1 page, double-sided, tri-fold, informational handout)
- Presentation (graded separately, see handout)

The objective of this assignment is to take your academic work (presidential profile) and make it accessible to a wider, general audience. Your audience is a committee of university administrators, faculty, students, and community members at Cal Poly Pomona. This committee will make the decision as to which administration will be awarded the branch.

### **Cover letter**

The cover letter is the formal introduction to your proposal. Addressed to committee chair President Soraya M. Coley, you will defend your presidential administration as the most sensible choice for this new library. This is a brief letter, so you must do your best to summarize your argument for bringing the administration to campus. In most instances, committees like this will screen out applications based solely on the cover letter. Make a concise and strong argument for bringing the library to campus.

### ***Extra Credit*. Brochure (Worth additional 2%)**

This brochure is a handout that the committee will reference throughout your presentation. Using the information from your profile, the brochure should highlight the relevant successes of your presidential administration. Think of this as the edited version of your presidential profile. The brochure should be detailed, visually stunning, and convincing.

If relevant, you should also attempt to include data tables, figures, and graphs somewhere on this brochure. There is a wide amount of data available on the modern presidents at <http://www.presidency.ucsb.edu/data.php>. Most of you should be able to find data that corroborates points you made in your