POLI 100DA: Voting, Campaigning, and Elections

Taylor N. Carlson

Response to Opponent Plan Memo

Due: Wednesday, August 1, 2:00pm
Submit to Turn it In; 10% of Total Grade

Purpose:
The purpose of this assignment is to update a campaign strategy in response to your opponent's strategy. This assignment, thus, serves the following primary goals:
1. Make revisions to the content for your final project website to strengthen your overall campaign strategy
2. Gain experience responding to new information on the campaign trail
3. Summarize and concisely communicate updates to a campaign website to colleagues

Assignment:
Your task is to read your opponent's campaign website content and write a short, ½-1-page (200-300 word) memo to your colleagues on the campaign explaining how you plan to respond to your opponent's strategy. On July 30th, you will receive a "leak" from your opponent's campaign. That is, you will swap projects with the student who is designing a website for your opponent. You should swap links to your websites reflecting your current progress. You will then read through your opponent's website and consider the ways in which your campaign can respond by updating your own campaign website. Consider whether your original campaign plan is solid enough to defend against your opponent and what modifications you should make to your strategy in light of this new information.

Memo
Campaigns move quickly, so it is important to write concisely. Your memo should be formatted using these guidelines: https://owl.english.purdue.edu/owl/resource/590/03/, sample here: https://owl.english.purdue.edu/owl/resource/590/04/ There is a detailed example of how your memo should be formatted and what should be included in each section on the next page. Throughout your memo, you should reference what you learned about your opponent's strategy and class concepts.

TO: All Staff, ___ for Congress
FROM: Taylor Carlson, ___ for Congress
DATE: August 1, 2018
SUBJECT: Campaign Website Updates in Response to Opponent Leak

[Introduction: ~50 words, single spaced, complete sentences]
- Explain the purpose of the memo
- Inform your colleagues that you have received new information about your opponent's campaign plan from their website under development

Key Components of [Opponent's Name]'s Campaign

[Summarize Opponent's Strategy: ~50-150 words, single spaced, complete sentences]
- Describe what appears to be your opponent's underlying strategy, noting what you hadn't previously anticipated
- List your opponent's issue priorities
- Guess the types of voters your opponent seems to be targeting

Proposed Campaign Website Updates

[Proposed Updates: ~ 100-200 words, single spaced, complete sentences]
- Explain how you think your current campaign plan and website stack up against your opponent's
- List and justify any changes that you think should be made to the website
- Reference at least one class concept or reading

Summary

[Conclusion: ~50 words, single-spaced, complete sentences]
- Summarize the main argument of your proposal

Grading:

	F	D	C	B	A
Key Components of Opponent's Campaign 35%	Summary of opponent's campaign website content/strategy is missing	There is a section on the opponent's campaign website content/strategy, but it does not match the student-created website content and/or is severely incomplete	There is a summary of the opponent's campaign website/content, it makes some reference to the student-created content, but the connections are unclear. It is unclear whether the summary comes from the student-created website or the actual website. The summary only references one aspect of the website	There is a summary of the opponent's campaign website/content, it makes reference to the student-created content, and the connections are clear. The summary comes from the student-created website, not the actual website. The summary only references one aspect of the website. The summary does not make strong inferences about the underlying strategy	There is a summary of the opponent's campaign website/content, it makes reference to the student-created content, and the connections are clear. The summary comes from the student-created website, not the actual website. The summary references more than one aspect of the website. The summary makes inferences about the underlying campaign strategy
Proposed Campaign Website Updates 40%	Proposed campaign website updates section is missing	Proposed updates section is included, but is incomplete (e.g. it says no changes are needed)	Proposed updates section is included and makes at least one update suggestion. The suggestion does not reference the opponent website summary nor class readings.	Proposed updates section is included and makes at least one update suggestion. The suggestion references the opponent website summary, but does not reference class readings or concepts.	Proposed updates section is included and makes at least one update suggestion. The suggestion references the opponent website summary and accurately references class readings or concepts.
Writing 25%	Writing does not meet the length requirement; includes severe grammar or spelling errors	Writing is close to the length requirement; includes many grammar or spelling errors	Writing meets the length requirement but includes many grammar or spelling errors	Writing meets the length requirement, may include some grammar or spelling errors, but is generally clear	Writing meets the length requirement, is free of grammar or spelling errors, and is clearly written