New Deal: You are in charge . . .

The New Deal provided hundreds of programs designed to get the economy going and put people back to work. Your assignment is to review old New Deal programs from the 1930’s and create one that is applicable to today’s needs.

Look at the Blue chart on page 543 of the text and pick one agency that can be recreated today. You will rename your agency to reflect today’s needs.

Here are the items you will produce for your New Deal Program:

* **Program Objective Sheet:** Define your program and specific outcomes it will produce. (1 sheet dbl spaced)
* **Organization:** Who will run this program (current person from today)? Where will people go to register? Who is eligible? How many people do you anticipate using this program? (1 sheet dbl spaced )
* **Marketing Strategy:** How will you educate the public on your program? Who will you target to sign up? How will you get the information to them? (1 sheet dbl spaced)
* **Program Poster:** This will be a part of your marketing. The poster should contain all relevant information about your program and advertise it to the public.

Grading Information:

1. Program Objective Sheet (10 pts)
2. Organization Sheet (10 pts)
3. Marketing Strategy (10 pts)
4. Poster (20 pts)

Total (\_\_\_\_\_/50)

\*\*\*The first 3 documents must be typed, double spaced on a Word document. The poster must be colored and clearly express the name, vital information, and images that reflect your program.\*\*\*

Due by Friday, February 20th