



**Policy Cup
2010-2011**

Welcome

- Theme, Rules and Guidelines
- Writing Your Policy Proposal
- Q & A



Energy and the
Environment

3 Issues

- Choose ONE of the following issues:
 - What is the best way for the US government to decrease energy consumption and carbon emissions or, alternatively, to decrease our use of natural resources?
 - How can corporations achieve both sustainability and profitability? i.e. business policies, plans, that corporations should adopt.
 - How should the US alter its foreign policy to increase global cooperation and real commitments on decreasing carbon emissions, or alternatively, how should the US alter its international economic policy to achieve the same goals?

Requirements

- Each team must meet the specified deadlines.
- At least one person on each team must attend each seminar.
 - Bonus points will be awarded for more than one person attending.
 - Student-faculty discussions are optional
- Can change topic up until the Executive Summary is due.

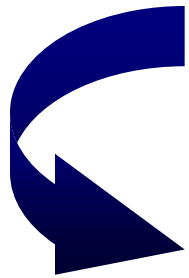
Picking a topic

- Controversial
- Important
- Not overwhelming
- Interesting to you
- Intellectually approachable for you
- Statistical data and references available

Deadlines

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- October 30: Registration Ends
 - November 20: Executive Summary
 - December 18: Context and Importance of Problem
 - February 8: Rough Draft
 - March 3: Final Draft
 - March 4: Final Presentation

Process

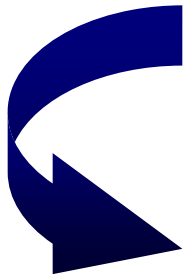


Rough drafts submitted February 8, 2010

Five teams selected to submit final draft

- These drafts critiqued by policy experts

- Final drafts due March 3, 2010



These five teams will give presentations in front of panel of judges on March 4, 2010

Judging

- Each round judged by a separate panel of judges, each using the same rubric
- Important elements:
 - Innovativeness and originality
 - Strength of Argument
 - Feasibility/Impact of Proposal
 - Presentation (Final Round Only)

points	1	2-3	4-5
Executive Summary	Weak, unfocused introduction	Introduction that may stray from	Clear, professional introduction of
Introduction	Confusing overview	topic at times	the topic
Overview	No statement of policy	Missing one or more component	Concise overview of analysis
Recommendation	recommendation	Wordy or unclear	Strong, brief statement of recommendation
Context & Importance	Has no apparent application of	Critical analysis may be loose or	Reflects strong critical analysis
Issue Statement	critical thinking	unclear	Objectively explains causes,
Overview of Causes	Uses no sources	Missing one or more component	magnitude of problem
Relevance of Issue	Has significant factual errors	Uses few sources	Uses several sources
		Information is slightly biased	Is accurate
Critique of Options	No apparent application of critical	Critique is weak	Well-formulated critique
Review of Options	thinking	Does not review balanced range	Reflects strong critical analysis
Failure of Current	Does not review other options	of alternatives	Understands complexities
	Shows political bias that clouds	Information is slightly bias	Shows superior knowledge of the
	analysis		issue
	Has significant factual errors		Is accurate
Policy Recommendations	Presents naïve recommendations	Recommendations are good	Thoughtful, creative
Steps/Measures	Lacks understanding of the	May not be immediately feasible	recommendations
Closing	political process	May address only part of the	Feasible implementation strategy
	Does not solve the policy issue	issue	Reflects competent analysis of
			issue and policy process
Style and Form	Several (5+) spelling, grammatical,	Few (1-3) spelling, grammatical,	No spelling, grammatical or
Spelling	punctuation errors	punctuation errors	punctuation errors
Grammar	Wordy, incoherent prose	Proposal shows a pattern but	Clear, concise prose
Tone	Inappropriate tone	could be improved with	Appropriate tone
		better writing	
Presentation	Presentation is weak	Presentation is average	Presentation is clear, professional
Speaking Skills	Poor speaking skills	Speaking skills are average	Presenters excel in delivery
Presentation of Ideas	Argument/ideas are weak	Argument could be improved	Ideas presented clearly, effectively



**Writing Your
Policy Proposal**



Policy Proposal Format

- Approximately 10 pages, double spaced.
 - Executive Summary
 - Context and Importance of the Problem
 - Critique of Policy Option(s)
 - Policy Recommendations
- Should also include:
 - Title Page
 - Table of Contents
 - Sources
 - Appendix (if necessary)

Executive Summary

- Brief overview of proposal
 - Description of the problem addressed
 - Why the current approach needs change
 - Your recommendations for action
- No more than one page, double spaced.

Context and Importance of Problem

- Background information and context regarding your topic.
- Brief description of status quo with respect to your subject.
- Clear statement on what and why something is wrong with the status quo.
- 2-3 pages.

Critique of Policy Option(s)

- Overview of the policy options in focus.
- Argument illustrating why and how the current or proposed approach is failing.
- Argument illustrating why other policy options would be inadequate.
- Should recognize all sides of the issue.
- 2-3 pages.

Policy Recommendations

- Breakdown of the specific practical steps or measure that need to be implemented.
- Data, evidence, and arguments for why this is a good policy.
- Most important part of the proposal.
- Since this is the last section, also must include a conclusion reemphasizing the importance of action.
- 3-4 pages

Sources Utilized

- If you are using endnotes, then that will suffice.
- If you are using footnotes, then this will just be a list of sources you have cited.

Sample Policy Proposals

Policy Cup 2008-2009 Finalists

Thank you

- Any questions?
- Make sure to sign in!!
- Register at
<http://whartonpolitics.com/policy-cup/registration/>