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| **Policy Memo Guide** |

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| **Fundamentals** |

Policy memos are straightforward documents that analyze an issue and offer recommendations to inform and guide a decision-maker. They might be written by policy advisors, advocates, or everyday citizens seeking to effect change in their community. Policy memos may appear intimidating, using a step-by-step approach can help break down the task into manageable pieces.

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| **Style and Tone** |

* **Brevity:** The busy reader seeks a concise memo. Do not be too wordy, get to the point quickly.
* **Clarity:** Memos are written for “uninformed but intelligent” readers, not policy experts. Be direct, specific, consistent, and avoid jargon or highly academic language.
* **Objectivity**: Although most memos are written to convince a decision-maker to select a certain policy, you should consider multiple perspectives that address the strengths and weaknesses of all policy options.

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| **Structure** |

Your final policy memo will need to be at least 5 pages long and be in MLA format. Each member must contribute to the policy memo.

1. **Header:** MLA Format:

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| Group Member 1, Group Member 2, Group Member 3Teachers NameCourse Name Date | German Gallardo, Kayla Kohn, Sean OhMs. Kohn EconomicsMay 19, 2020 |

1. **Introduction:** Introduce your topic. This includes identifying the problem and defining any key terms. Here you will give us a bit of the background and context of the problem.
2. **Analysis Criteria:** Establish the criteria with which you will evaluate the existing policy and policy alternatives. For example, cost, legality, efficiency and political acceptability represent possible evaluative criteria.
3. **Research Summary:** Summarize the existing literature that addresses your policy issue, including online and print publications.
4. **Policy Analysis:** Analyze the existing policy according to the evaluative criteria you have established. This analysis should also include the effects the policy has on different groups and any conflicts it creates among important values.
5. **Alternative Solution:** Identify alternatives to your policy and evaluate each one individually, according to your established criteria. Discuss the advantages and disadvantages of each option. Keep in mind that you can combine alternative options into new ideas.
6. **Conclusion**: Conclude by recommending any changes in or alternatives to the existing policy, and briefly reiterate your rationale. Outline a plan for adopting an alternative, if applicable, and discuss the possible consequences of adopting your recommended changes.

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| **Key Questions** |

Depending on the purpose of the memo, the answers to the following questions may inform your final product:

* Who is your audience? What do they know about the issue? What decision-making power do they possess?
* What purpose does the paper serve?
* What problem is the policy addressing? Why is it important?
* What population(s) is impacted by the policy?
* What lever(s) do you (or other stakeholders) propose to address the problem? That is, how will he policy make its target(s) change their behavior?
* What are the benefits and trade-offs of the policy? What alternative policies exist?
* What limitations or barriers exist? Consider implementation costs, resources, timing, and political implications.