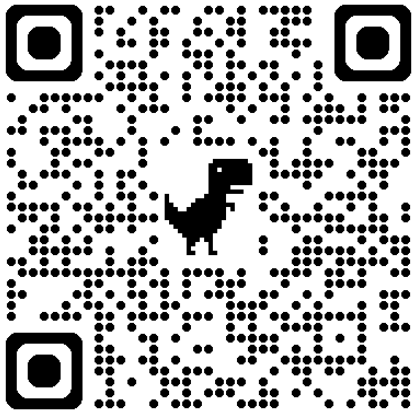


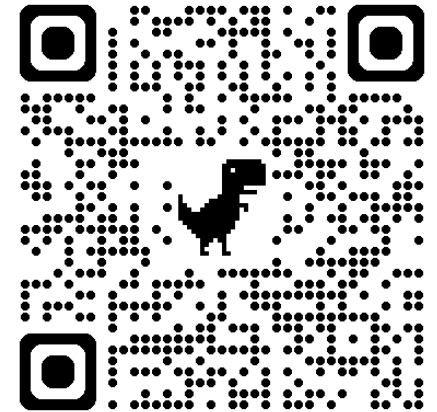
Advanced Professional Communication

CMNS 3420-02

Course Website

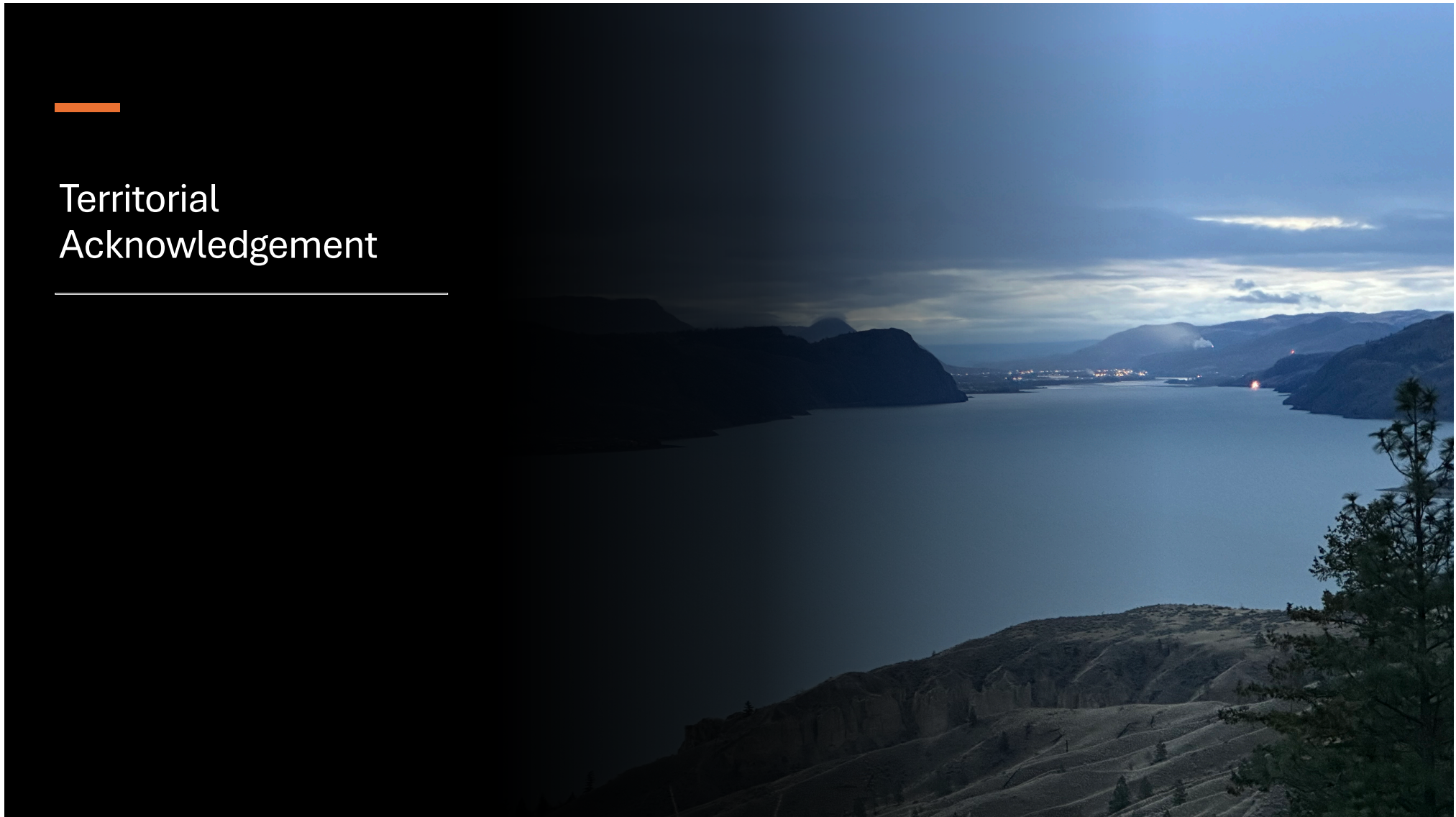


Course Moodle Site





Territorial Acknowledgement



Where we're going today



What is a policy brief?

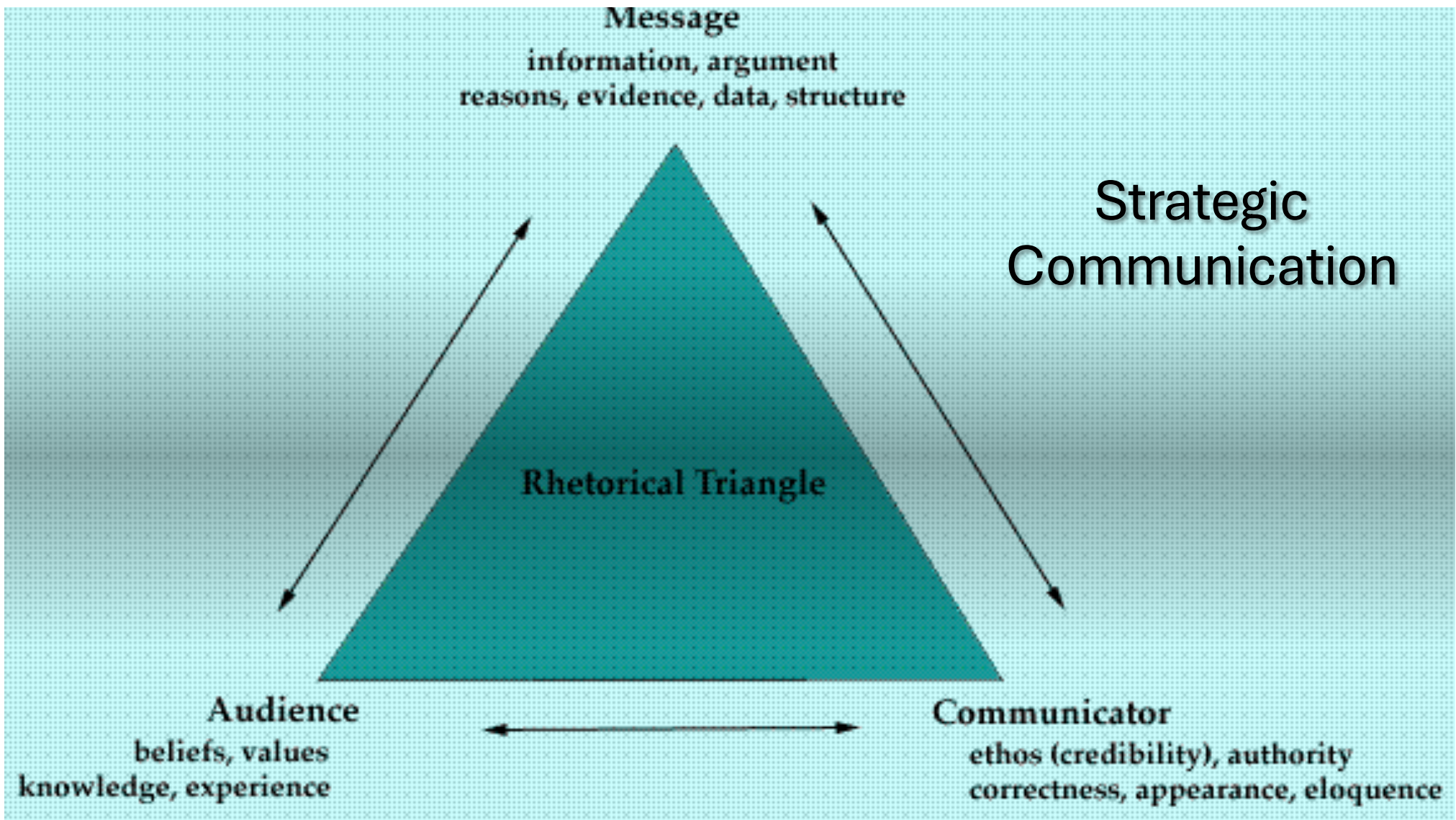


Sample policy briefs



Preparing for next
week

Strategic Communication



Course Project: Pathway for Knowledge Mobilization



Proposal

- Persuasively *present your idea **for the*** Policy Brief
- Determine the focus and scope of your idea
- Demonstrate its value and your rationale for doing it

Demonstrate
value and
urgency of the
Idea

Policy Brief

- *Execute your idea **as a** Policy Brief*
- Complete the research and make your recommendations
- Clear articulation of the problem and stakes for finding solutions

Demonstrate
substantial research
and
recommendations

Communication Package

- *Mobilize your idea **from the** Policy Brief*
- Isolate key messages & recommendations for audiences
- Produces multi-media communication documents

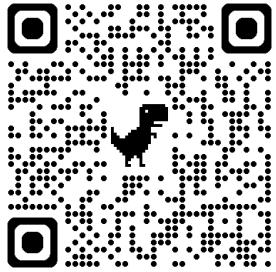
Demonstrate
sharing those
recommendations
broadly

As you watch the video, consider the following:

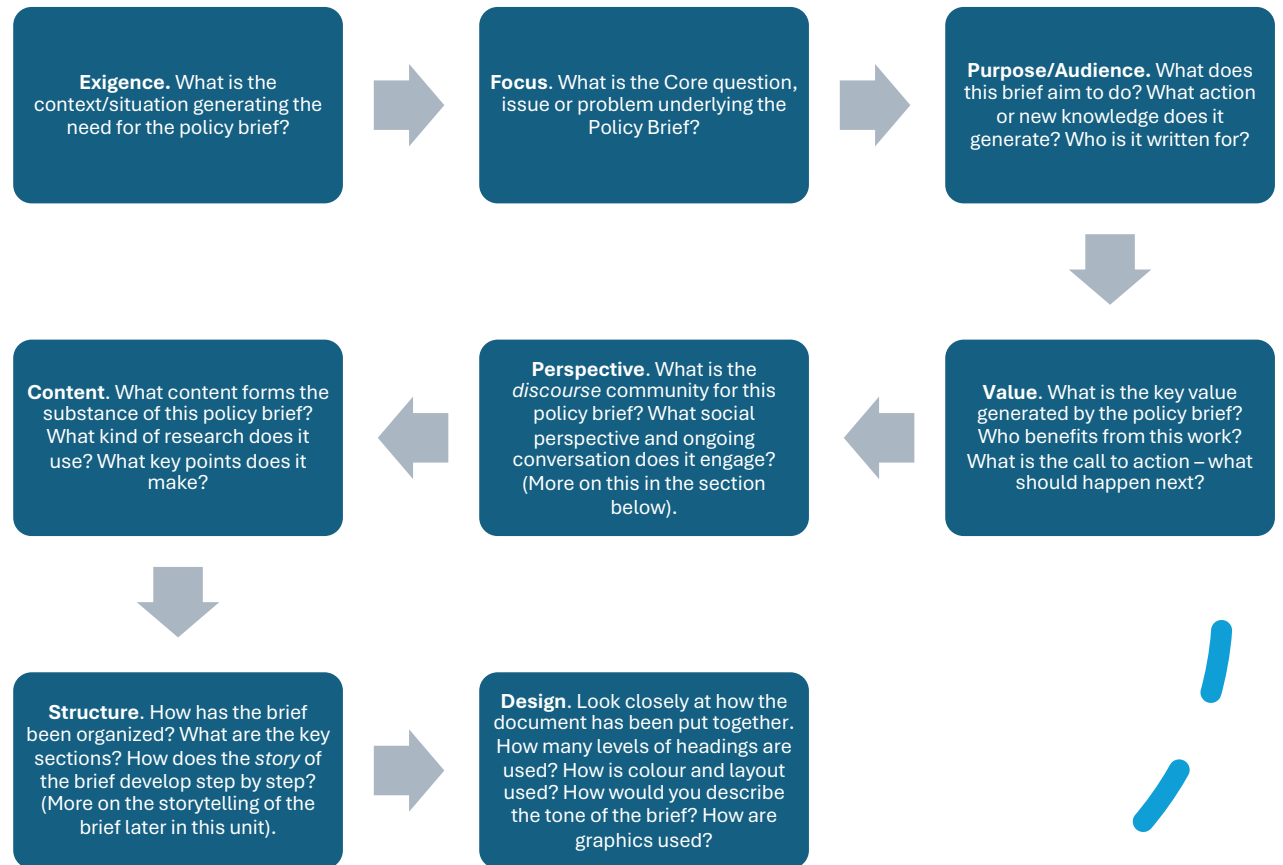
- What does he say a policy brief is *not*?
- How is research used in a policy brief?
- What does he mean that a policy brief is a “translational text?”



<https://www.youtube.com/watch?v=pvupkji29ZU>

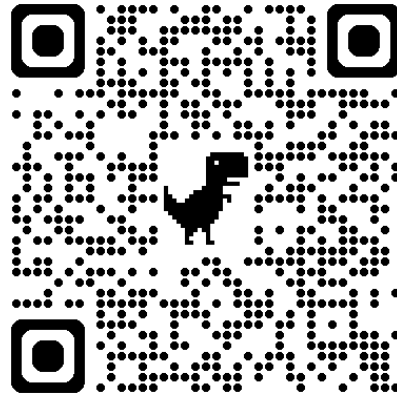


- Look at your assigned policy brief
- Do a **quick sketch** of the organization of the policy brief
- Answer the questions to the right...



University of North Carolina's Writing Centre

Tips for writing effective policy briefs



Pay particular attention to the sections on “How do I identify a problem” and “Framing the issue.”

Preparing for next week

- Work through Unit 2, Section 1 (course website) for Tuesday
 - Be sure to go through the readings listed. They will become your “go-to” guides for the next month.
- Next Tuesday, we will work with the discourse community aspects of the policy brief
- Thursday will be time allotted to work on Journal Task 3 and to address questions you may have.

