# Advanced Professional Communication CMNS 3420–02

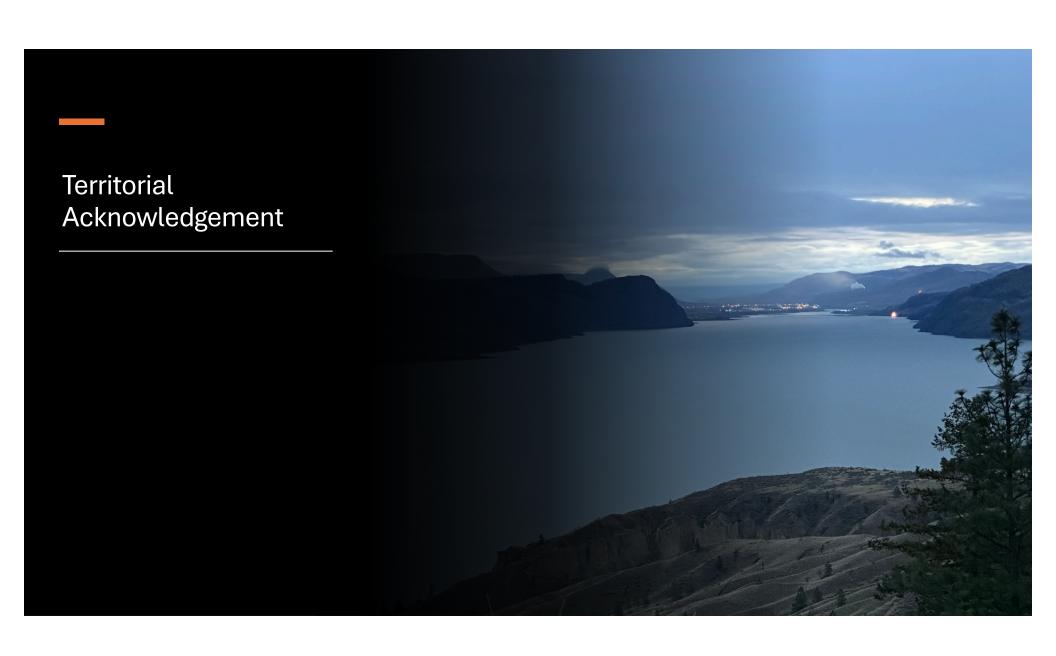
Course Website





Course Moodle Site





### Where we're going today



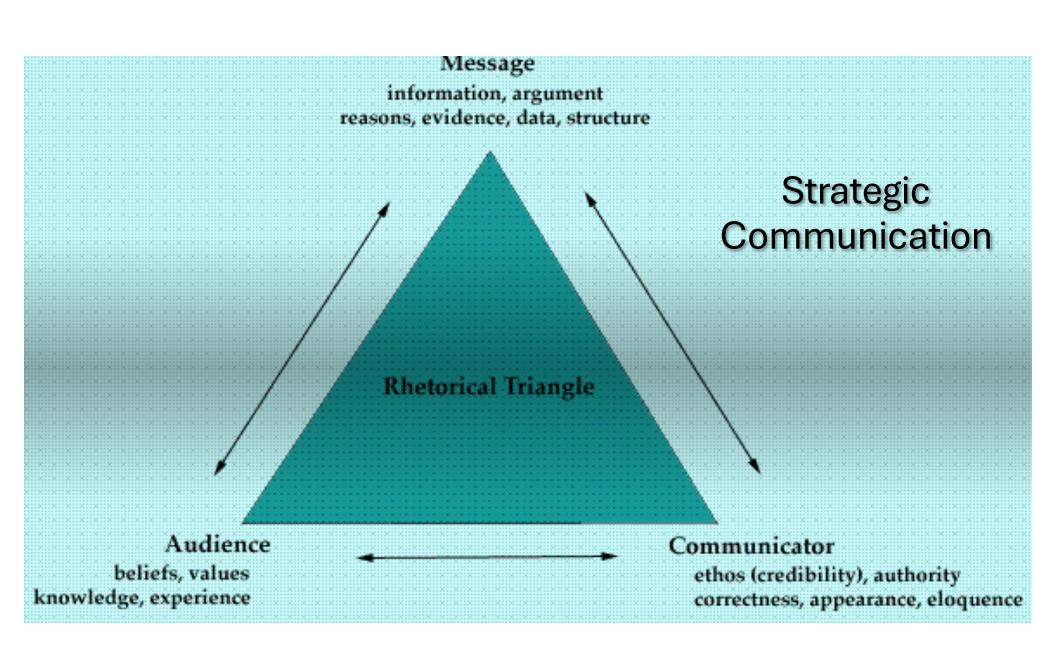
What is a policy brief?



Sample policy briefs



Preparing for next week



## 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

#### 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

Demonstrate value and

urgency of the

Idea

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





- Do a quick sketch of the organization of the policy brief
- Answer the questions to the right...

**Exigence.** What is the context/situation generating the need for the policy brief?



**Focus**. What is the Core question, issue or problem underlying the Policy Brief?



Purpose/Audience. What does this brief aim to do? What action or new knowledge does it generate? Who is it written for?



Content. What content forms the substance of this policy brief? What kind of research does it use? What key points does it make?



Perspective. What is the discourse community for this policy brief? What social perspective and ongoing conversation does it engage? (More on this in the section below).



Value. What is the key value generated by the policy brief? Who benefits from this work? What is the call to action – what should happen next?



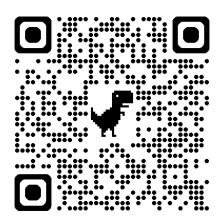
Structure. How has the brief been organized? What are the key sections? How does the story of the brief develop step by step? (More on the storytelling of the brief later in this unit).



Design. Look closely at how the document has been put together. How many levels of headings are used? How is colour and layout used? How would you describe the tone of the brief? How are graphics used?



### 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.

