

Introduction to Policy Writing

521.012

Fall 2016

Classroom: Scowcroft Seminar Room (2120 Weill)

Dates and Time: Fridays from 11:30 – 1:00pm. We'll meet each Friday through October 14.

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Course Goals

This module's goal is to familiarize you with the norms and types of policy writing. While policy writing draws upon principles familiar to academic writing, it has its own conventions, which are rooted in the needs and practices of policy professionals.

Through these five intensive classes, we believe you will acquire greater confidence to excel in the policy writing expected of you at the Ford School and in your future career.

Course Requirements

For these modules to be successful, they will require active student participation. By electing to take this five-week module, you are expected to take all requirements seriously and to give us your best writing—and your best criticism.

Requirements for passing the course include

- Completion of three writing assignments: stakeholder memo, strategy memo, op-ed.
- Active participation, which includes a) critiquing your peers' written work; b) attendance and punctuality; c) volunteering your ideas.

Failure to meet these requirements will result in an “unsatisfactory” course grade.

Ford School's Academic Expectations

Please consult the following link (<http://fordschool.umich.edu/academics/expectations>) for information about the Ford School's policies regarding academic integrity, accommodating students with disabilities, inclusivity, and student mental health and wellbeing.

Workshop, Critiques, and Instructor Feedback

Workshop

Each of you will be workshopped by the class one time. When it is your turn to be workshopped, you will email your assignment to the class in advance. On the day of the workshop, your peers will have read, critiqued, and come prepared to discuss your work.

Critiques

A critique should consist of roughly three typed paragraphs at the end of the document. It should include the following:

- a few sentences explaining what, specifically, you admired about the work.
- “big picture” questions or comments: what didn't you understand? what felt poorly supported? what was organizationally ineffective?
- specific suggestions for addressing your concerns.

Any style or sentence-level issue can be indicated directly in the document or by using Track Changes. It should go without saying that the aim of these workshops and critiques is to encourage rather than discourage. That doesn't mean you should check your honest appraisal. As opposed to generic praise, you should give thoughtful, constructive criticism that actively engages with the author's ideas and words.

Instructor Feedback

You will receive written feedback on the document that you submit to be workshopped. For the other two documents, you will set up individual appointments with the instructor to discuss the work further; we recommend doing this the week you turn in each document. Appointments can be made through the Ford School Writing Center scheduler: <http://fordschool.umich.edu/writing-center/>

Course Content

This course will introduce you to three distinct genres of policy writing: the stakeholder memo, the strategy memo, and the op-ed. Before we write and critique these three genres ourselves, we will examine different approaches and strategies students and professionals have adopted.

Each act of writing involves informed choices that you, the writer, must negotiate. What makes for an effective opening? When and where and how can we amplify our voice to

persuade or educate our readers? How can arguments work more successfully? How might we develop greater stylistic precision? Through this course, it is our belief that you will develop a greater awareness and confidence in your policy writing skills.

SCHEDULE

Class #1 – September 16 Stakeholder Memos

- Policy Writing Norms
- Stakeholder Memo Discussion
- Solicit Volunteer #1 to submit Stakeholder Memo for Class #2 workshop.

Class #2 – September 23 Strategy Memos

- Workshop #1: Stakeholder Memo
- Strategy Memo Discussion
- Solicit Volunteer #2 for Stakeholder Memo for Class #3 workshop

DUE: Stakeholder Analysis Memo (Assignment #1)

Class #3 – September 30 Strategy Memos Cont.

- Workshop #2: Stakeholder Memo
- Workshop #3: Strategy Memo

DUE: Strategy Memo (Assignment #2)

Class #4 – October 7 Op-eds

- Workshop #4: Strategy Memo
- Op-Ed Discussion

Class #5 – October 14 Op-Eds Cont.

- Workshop #5: Op-ed
- Workshop #6: Op-ed
- Course Wrap-up

DUE: The Op-Ed (Assignment #3)