Public Policy Analysis Scoring Rubric

Whitepaper Title: _____

Team Names: _____

Mentor: _____

Judge: _____

Executive Summary: Evaluated Prior to Reading the Whitepaper	
Criteria	**Points**
The problem or opportunity, including the scale and scope, was described clearly and appropriately quantified.	∕ 5
The future implications of maintaining the status quo were well-explained.	∕ 5
Causal relationships and root causes were identified and explained convincingly.	∕ 5
The recommended policy and its expected outcomes were explained clearly.	∕ 5
The expected costs and benefits of the recommended policy were clear.	∕ 5
The practicality of the new policy was addressed, including implementation challenges and barriers.	∕ 5
Key assumptions, risks, and success factors were identified and explained.	∕ 5
A plan for how the effectiveness of the new policy should be evaluated over time was presented.	∕ 5
Overall, the executive summary provided an interesting, coherent, and compelling argument that was clear and complete, with no obvious major omissions, errors, gaps, or inconsistencies.	∕ 5
Overall, the executive summary was well-written (including grammar and style), well-formatted (easy to navigate), and appropriate in length (max 2 pages).	∕ 5
Total Points for the Executive Summary out of 50	**∕ 50**
Whitepaper: Evaluated Prior to Seeing the Presentation	
The problem or opportunity, including the scale and scope, was described clearly and appropriately quantified with legitimate sources, and with data, tables, or graphs if appropriate.	∕ 5
The future implications of maintaining the status quo were well-explained.	∕ 5
Causal relationships and root causes were identified and explained convincingly, with no obvious causes omitted.	∕ 10
All plausible policy options were identified and explained well.	∕ 10
The cost-benefit analysis of all policy options was thorough and convincing, and the tradeoffs among the options were properly analyzed and explained.	∕ 10
Supporting data was properly sourced, verified, analyzed, interpreted, and presented. Other supporting evidence and expert opinion was credible and relevant.	∕ 10
Key assumptions, risks, and success factors were identified and explained, including (as appropriate) sensitivity analyses around key variable.	∕ 5

The analysis didn't overlook any material potential externalities, secondary effects, or unintended consequences.	∕ 10
Implementation challenges and barriers were properly considered, including potential regulatory, legal or constitutional issues, and potential social, political or ethical issues.	∕ 5
The analysis considered how the effectiveness of the new policy should be evaluated over time, including the identification of quantitative and qualitative key performance indicators.	∕ 5
Overall, the whitepaper provided an interesting, coherent, and compelling argument that was clear and complete, with no major analytical omissions, errors, gaps, or inconsistencies.	∕ 10
Overall, the whitepaper was well-written (including grammar and style), well-formatted (easy to navigate), and appropriate in length (max 25 pages including executive summary and figures).	∕ 5
You were convinced the proposed policy change would achieve the desired result. That is, the whitepaper presented the best policy option to address the problem/opportunity and the proposed policy change had a reasonable chance of success.	∕ 10
Total Points for the Whitepaper out of 100	∕ **100**
Presentation	
The presentation captured well the major elements and conclusions of the whitepaper, including: the problem or opportunity; future implications of the status quo; causal relationships and root causes; the recommended policy and its expected outcome; cost-benefit analysis; key assumptions, risks, and success factors; externalities, secondary effects, and unintended consequences; implementation challenges; and an effectiveness evaluation plan.	∕ 15
The presentation was coherent and well-rehearsed, with smooth transitions between speakers and good pacing that facilitated comprehension and allowed adequate time for questions.	∕ 5
All team members participated in the presentation, with each speaking clearly and confidently and interacting well with one another and with the audience.	∕ 5
The presentation made effective use of visual aids (e.g., graphs, tables, diagrams, bullet points).	∕ 5
The team members avoided an overreliance on notes or slides when speaking.	∕ 5
The team demonstrated strong command of its chosen subject and of its analysis.	∕ 5
You would hire this team to work for you.	∕ 5
The presentation was memorable for good reasons.	∕ 5
Total Points for the Presentation out of 50	∕ **50**

Final Judging Talley:

Executive Summary _____   Whitepaper _____   Presentation _____   Total _____

Comments for Team Members: