Policy Brief Checklist

Use this checklist to critique your own policy brief or review another author's brief.

Argument Flows Clearly

Yes	Needs Work		Comments and suggestions:
		Aim is clear	
		Conclusion is clear at the outset	
		Problem is clearly stated and backed with evidence	
		Recommended actions are clear and specific	
		Recommendations flow logically from the evidence presented	
		All information is necessary for the development of the argument	

Content is Appropriate for the Audience

Yes	Needs Work		Comments and suggestions:
		Importance to the audience is clear	
		Recommendations are appropriate for the audience	
		Understandable without specialized knowledge	

Language is Clear, Concise, and Engaging

Yes	Needs Work		Comments and suggestions:
		Words are not unnecessarily complex	
		Jargon is not used	
		Sentences are not cluttered with unnecessary words or phrases	
		Text is engaging (e.g., active voice, varied sentence structure)	

Visual Cues Help the Reader Navigate and Digest Information

Yes	Needs Work		Comments and suggestions:
		White space and margins are sufficient	
		Text is broken into sections with identifiable focus	
		Headings cue the key points that follow	
		Key points are easy to find	

Data Are Presented Effectively

Yes	Needs Work		Comments and suggestions:
		All data are necessary for the argument	
		Data are easy to understand	
		Data are presented in the most appropriate format	
		Graphics are not redundant with text	