SELECTING AN ISSUE AND OBJECTIVE

WORKSHEET

**Step 1 – Brainstorm:** What problem do you want to solve, and what is a potential policy solution?

Come up with a list of at least three options. Write them down in the first two columns of the following page.

**Step 2 – Research:** What problem do you want to solve, and what is a potential policy solution?

Below are a few questions to ask in the research process. Use the following page to record what you find.

* What institution has the power to improve upon this problem?
* Is this issue already in some phase of being addressed?
  + What’s in the news/online?
  + Is there a legislative body already dealing with this problem?
  + What are other groups working on?
  + What is the opposition working on?
* Are there active groups who might be able to work on this issue who aren’t already working on it?
* Is it realistic to make progress on this issue considering the decision makers involved?
  + What is the “win” number, and is it achievable?

**Step 3 – Select an Issue.**

Compare each issue based on your research, and select one. Use the following page to cross compare.

**Step 4 – Define the objective of your campaign**

Your campaign must have a specific definition of success, and you should be able to state that definition clearly and succinctly. For example, if the problem you’d like to solve is that too many families live below the poverty line because they don’t make a living wage, your campaign’s objective must be more specific than “end poverty.” A more specific objective for such a campaign would be “This campaign will be successful ­if the State Legislature passes and the Governor approves a bill to raise the minimum wage in our state by the end of 2016.

**ASSIGNMENT DUE BY [Insert date]**

Please submit the following information in a word document to the instructor by [Insert date]

* Your comparison analysis (using the criteria on Page 2) of at least three problems and solutions that could potentially be the focus of your issue campaign
* A statement of which issue you are selecting for this course, and why
* A statement of your issue campaign objective

Brainstorm and Compare:

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| --- | --- | --- | --- | --- | --- |
| Problem | Solution | Institution with Decision Making Power | Current Status/ Progress | Groups to Involve | Realistic? Why or why not? |
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