<table>
<thead>
<tr>
<th>Format</th>
<th>Style</th>
<th>Content</th>
<th>Creativity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proper use of headings to organize content</td>
<td>Formal language and appropriate tone (Quality of writing)</td>
<td>Defines the Problem &amp; Solution (Focus/narrowness of problem and clearly expresses the conclusions/policy impacts)</td>
<td>Integration of Knowledge (Demonstration of the team’s ability to apply concepts and expertly integrate it with their own insights to demonstrate analysis and synthesize unique ideas)</td>
</tr>
<tr>
<td>Proper length</td>
<td>Correct use of terms</td>
<td>Feasibility of the policy ideas and steps (Is your policy politically, legally, and financially feasible to accomplish?)</td>
<td>Innovation (Unique policy proposal to address the proposed issue)</td>
</tr>
<tr>
<td>Font and font size and spacing</td>
<td>Grammar and mechanics</td>
<td>Addressing to a proper audience (Does your policy proposal address a specific audience who can act on your policy recommendations?)</td>
<td>Persuasiveness of Argument</td>
</tr>
<tr>
<td>References and correct citations</td>
<td>Precise word choice and concise writing</td>
<td>Background and supporting research for policy proposal</td>
<td></td>
</tr>
<tr>
<td>Ordered appearance</td>
<td>Logical organization of thoughts and ideas</td>
<td>Addresses counterarguments (How it affects the team’s policy, what can be done to address it, etc.)</td>
<td></td>
</tr>
</tbody>
</table>