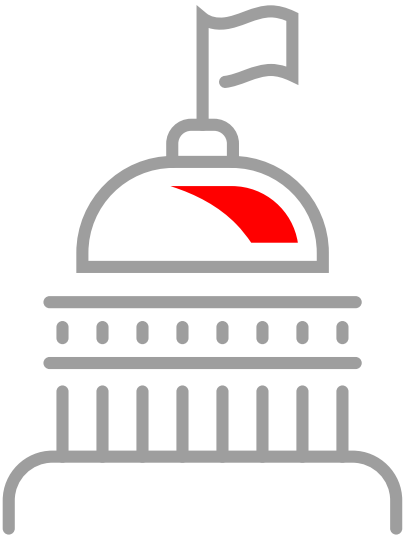

CURA
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ISSUE PRIORITIZATION RUBRIC

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Some policy issues are so critical to your business's bottom line or your organization's mission that it is challenging to look objectively at the pros and cons. Objectivity is critical in the planning process. The following rubric was developed by CURA to help advocates think about an issue with a 360-degree perspective of impact—assessing the societal, economic and political implications.

THIS RUBRIC CAN BE USED TO:

- Determine the issue for which to advocate when you have multiple options and your resource bandwidth is limited
- Identify potential message points for your advocacy strategy
- Recognize the weaknesses of the issue against which to buttress
- Determine where additional research or information gathering is needed
- Justify the decision to advance (or not advance) a specific policy issue with internal leadership
- Assess how "winnable" the issue is to help manage resources, expectations for success and anticipated timeline

HOW TO USE THE RUBRIC

Each question can be given a score from 1-5. Five indicates your policy issue has a strong position for the question. A score of "1" indicates the policy you are scoring is in a disadvantaged position. Sum each column and total. The highest possible score is 65. Match the score to the key to receive the issue assessment.

Note: You can customizethe rubric when necessary by adding or changing questions or modifying the answers to better reflect the specific challenge. In limited cases, we weight some questions heavier in the final score. Although weighting can be done, we caution against the bias it could represent as every question is relevant in determining the overall likelihood of success.

INTERPRETING THE RESULTS

SCORE	INTERPRETATION
45-65	Seems like you got a strong potential winner!
25-44	Proceed with caution.
1-24	Beware. This is going to be an uphill battle.

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Question	5	4	3	2	1
How important is it to those impacted by the issue?	Very important to those impacted		Somewhat important to those impacted; other issues would likely be more important		Probably not a top three issue
Do we have humanity on our side?	Yes, most people believe it is the moral thing to do		It's not really a moral issue		No, it is hard to justify from the human perspective
Is it broadly relevant?	Over 50% of the population		Over 25% of the population		Under 10% of the population
Is there momentum?	An established effort is already underway with some significant players		There are pockets of momentum/interest		The issue is largely unknown
What kind of opposition will there be?	It would be a hard issue to overtly oppose		There is some opposition to the issue		There is organized/ resourced opposition to the issue
Do we have a clear "ask"and/ or definition of success?	Yes, we know what success is and what policy makers need to do		We have options that can be quickly teased out once project is underway		No, we don't have a clear "ask" or definition of success
Can the case be made? Is there evidence?	A hard caseis ready to go with evidence		There is some evidence already and some in the works		There is little evidence; all anecdotal
Do the economics work?	It will likely get a cost savings score/it makes rational economic sense		In the large scheme of things, it's not that expensive and we have pay-fors		It is a high-dollar change and the savings are indirect
Is it politically winnable?	The political balance is in favor of the issue/it's a very bipartisan issue		Its political viability is unknown, or the political environmentis too volatile to know		The political balance is opposed to the issue
Is it mediable/ newsworthy?	Mass appeal: A lot of people will find this story interesting		Target audiences will find this interesting		This is a very esoteric issue and will likely not receive media interest
Is there a strong return on investment?	Significant positive financial impact		Moderate/indirect impact financially		No significant financial impact
Is there a positive reputational business impact?	Strong positive reputational impact		Would likely not help or hurt our reputation on balance		This would hurt our reputation
Is there an appetite among internal leadership to conduct a campaign that will win?	Strong internal support • Relatively marginal cost • Short timeline to success, <1 year		Some / varied support • Medium cost • 1-2 years success timeline		Low support • High cost • Success will likely not be measurable for 3+ years

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