

NATIONAL ECONOMIC EDUCATION DELEGATION

Content Preparation Guidelines

This document spells out the nature of the contents that are expected in NEED presentations as well as the process that will be carried out in developing presentations.

NEED is being developed as a nonpartisan organization, so perhaps the most important things to keep in mind is that the presentations need to be fact based, to present information as consensus only if it truly is, and to present both ideological sides of the topic when there are two sides. A good NEED presentation will have this basic progression:

- 1) Define the policy issue.
- 2) Show the data and underlying economic concepts.
- 3) Identify the tradeoffs in addressing the issue.
- 4) Develop the policy context.

The process for assembling presentations is generally led by a single individual or group of individuals. Oversight of a presentation on any specific topic will be achieved by calling on members of the Advisory Board who have some expertise in the field. The result of this effort will be two pieces of material: a PowerPoint presentation and a supporting document. The supporting document will provide a narrative for the presentation as well as a list of references and source material for the contents of the slide.

Important aspects of each presentation/narrative:

1. At the level of a Jr/Sr in a high school economics class
2. Nonpartisan
3. Fact based
4. Need not give a prescription
5. Provide references as comprehensively as possible
6. Content will first be in a Word document that outlines topics, references, conclusions, evidence of consensus, evidence of controversy, explanation of controversy that reflects same.
 - a. Equity and efficiency tradeoffs
 - b. Moral judgements that are not a part of economics
7. Final piece is a PPT presentation that expresses the contents of the Word document

Process:

- 1) Author(s) prepare a preliminary outline
 - a. This version need not be highly detailed
- 2) Outline is submitted to NEED Executive Director (ED) for review



NATIONAL ECONOMIC EDUCATION DELEGATION

- 3) Outline is revised, as appropriate, according to ED comments
- 4) Outline is turned into a “Narrative & References” (NR) document
 - a. This will include:
 - i. a narrative for the PPT presentation that will be developed
 1. specifying clearly key points and conclusions
 - ii. any graphs to be included in the PPT
 - iii. references behind conclusions and data
- 5) NR is submitted to ED for review by ED and two members of the Advisory Board (AB)
 - a. Both will be subject matter experts
 - b. If the advisory board does not have two subject matter experts, they will be recruited by ED in consultation with the authors
 - c. Wherever possible, one AB reviewer will be identifiably liberal and the other will be identifiably conservative
- 6) NR is revised in a way that accommodates both AB reviewers
- 7) Once NR has sign-off from ED and both NR reviewers it will be turned into a PowerPoint presentation
 - a. Authors will make a first rough draft of the presentation
 - b. Once authors are finished with the draft it will be sent to the AB reviewers
 - c. Once the AB reviewers have signed off on the presentation it will be sent to a presentation specialist to work on look and feel

I realize that this is a significant process and that the review process may in some cases be difficult. However, such a process is necessary to ensure the reputation of NEED as being nonpartisan. Without this reputation, NEED’s impact will be significantly reduced.

Templates:

Please download and use the templates that are available here:

<http://needelegation.org/DelegatesOnly/template.php> (pwd: needel)

Valuable Resources:

It will be useful to refer to other resources to substantiate material and notions of consensus in NEED presentations.

- 1) IGM at University of Chicago
 - a. <http://www.igmchicago.org/igm-economic-experts-panel>
- 2) Econofact
 - a. www.econofact.org
- 3) I’m sure that there are more...