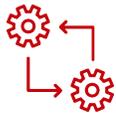


# What you can do with your **CERTIFICATE IN PUBLIC POLICY**

## Skills



### Analyze policy issues

Learn to analyze complex issues, identify factors that shape them, and evaluate policy approaches based on research evidence.



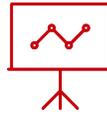
### Think critically

Uncover and evaluate assumptions behind policy proposals. Use evidence and past implementation data to identify potential costs and benefits of specific policy options.



### Understand interests and incentives

Identify who has a stake in policy issues. Explore policy barriers and consequences, highlighting incentives that shape the policymaking process. Identify clear criteria to guide evaluation of policy options, and articulate specific policy goals and timeframes.



### Find and evaluate policy research

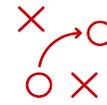
Recognize components of sound research, pulling key findings from credible sources. Ensure integrity in communicating about the strengths and limitations of policy research.



### Communicate with diverse audiences

Write and deliver audience-specific policy briefs that offer key insights from data analysis, highlight tradeoffs of options, and point to important emerging questions.

### Complement specialized knowledge from your major



Understand the ways state and federal policy influences key issues within your major area of expertise. Identify important trends and data to inform decision-making and management in settings where your major is relevant. Combine quantitative insights with awareness of big-picture context for work in your field.

## Skillbuilding courses + practical experience

Completing the required internship in public policy means you will bring practical experience to the next step in your career. Building on key policy concepts and skills, this deeper insight in the field helps our certificate students stand out.



**Robert M. La Follette  
School of Public Affairs**  
UNIVERSITY OF WISCONSIN-MADISON

### Alumni enjoy diverse opportunities

Students combine the certificate in public policy with a wide range of majors. Some pursue graduate studies, while most enter the job market.

### Private Sector Jobs

Government relations manager  
Corporate communications  
Public relations and marketing manager  
Consultant  
Government tech firm  
Policy-related media opportunities

### Nonprofit Sector Jobs

Policy research associate  
Foundations: From community to national philanthropy  
Think tank positions:  
Communications to research  
Community outreach manager  
Assistant professor/lecturer

### Government Sector Jobs

Legislative aide: State governments to Capitol Hill  
Program administrator  
Intelligence services analyst  
City manager  
Representative/senator/elected official  
Foreign Service official  
Advocacy coordinator