

Mini-Brain Campaign Interview Criteria

| Shows Personality/ Values | Written with an audience in mind | Persuasive/ Captures Our Hearts | Demonstrates Leadership Qualities | Proper Use of Conventions – Spelling, Punctuation, Grammar | Neatness of Presentation | Effort |
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✓+ = My work demonstrates thoroughness, thoughtfulness and attention to detail throughout

✓ = I did everything that was asked of me with some degree of thoroughness, thoughtfulness, and attention to detail

✓- = I skimmed the surface of this aspect

– = I neglected to think about this

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| <p style="text-align: center;">Shows Personality/Values</p> | <p>We should learn about you by reading this interview; your responses to the questions should be honest and inform your audience who you are and what is important to you.</p> |
| <p style="text-align: center;">Written with an Audience in Mind</p> | <p>Your audience is Mr. Gaitens and your peers in Division Two. How will you balance your responses to appeal to both audiences?</p> |
| <p style="text-align: center;">Persuasive/Captures Our Hearts</p> | <p>You are trying to influence people’s votes with your responses. Remember what MLA Raj Chouhan told us: in a campaign, you need to capture people’s hearts.</p> |
| <p style="text-align: center;">Demonstrates Leadership Qualities</p> | <p>Look back at the list of mandatory skills/assets in the Mini-Brain job description. Which qualities are naturally part of who you are? How can you demonstrate those qualities in your responses to the interview questions?</p> |
| <p style="text-align: center;">Conventions</p> | <p>Leaders who cannot spell or use punctuation properly have a hard time earning the trust and respect of the public (see Dan Quayle or George W. Bush). Do not skip the proof-reading part of the writing process. Read your work out loud to yourself and listen for errors and to see if it sounds like a real person responding. Have a friend check your work for you. Then read it again yourself.</p> |
| <p style="text-align: center;">Neatness of Presentation</p> | <p>There is a design aspect to this project. Look back at the Obama package. Notice how neatly it is prepared? Neatness of presentation helps convince us of the seriousness of your intent. If it is pleasing to the eye, you have a greater chance of being pleasing to the heart and thereby win our votes.</p> |