

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	Design	Effort

- ✓+ = My work demonstrates thoroughness, thoughtfulness and attention to detail throughout
- ✓(+)= My work mostly demonstrates thoroughness, thoughtfulness and attention to detail throughout; I may have one or two areas where I didn't quite apply this way of working
- ✓ = I did everything that was asked of me with some degree of thoroughness, thoughtfulness, and attention to detail
- ✓~ = I did almost everything that was asked of me; I may need to focus a little more on thoroughness, thoughtfulness, and/or attention to detail
- ✓ = I skimmed the surface of this aspect
- = I neglected to think about this

Shows Personality/Values	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.
Written with an Audience in Mind	Your audience is Prof. Great Brain and your peers in Division Three. How will you balance your responses to appeal to both audiences?
Persuasive/Captures Our Hearts	You are trying to influence people's votes with your responses. In a campaign, you need to capture people's hearts—there are many ways to do this: shared values, vulnerability, relatability, stories, puppies...
Demonstrates Leadership Qualities	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?
Conventions	Leaders who cannot spell or use punctuation properly have a hard time earning the trust and respect of the public (see Dan Quayle, or Donald Trump's "Prince of Whales" tweet). 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.
Design	There is a design aspect to this project. Look back at the Obama package. Thought was put into every aspect, large and small, and each page is a little work of art in and of itself. A thoughtful design and the care put into its creation 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.

