

Judging Rubric

Judge Name:

Team Number:

Scoring Guidelines

	(0-4)	(5-9)	(10-14)	(15-19)	20	Total out of 20
Overall Campaign Team (0-20 pts)	Campaign execution is confusing and/or demonstrates chaotic team work. Campaign unclear or uncoordinated.	Campaign execution lacks coordination and/or clarity.	Campaign execution is somewhat coordinated and adequate.	Campaign execution is coordinated and effective.	Excellent teamwork with an effective campaign	
	(0-4)	(5-9)	(10-14)	(15-19)	20	Total out of 20
Stump Speech (0-20 pts)	Would not get my vote. Not persuasive. Poorly articulates the campaign purpose.	Candidate articulates some of the following: who, why, what of the campaign and the vision for change in the community, state, and country.	Average articulation of the who, why, what of the campaign and the vision for change in the community, state, and country.	Candidate articulates well the who, why, what of the campaign and the vision for change in the community, state, and country.	You've got my vote! Persuasive and excellent articulation of the who, why, what of the campaign and the vision for change in the community, state, and country.	

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	(0-4)	(5-9)	(10-14)	(15-19)	20	Total out of 20
Campaign Management (0-20 pts)	Key messages, audiences, and strategies for reaching those audiences not at all clear.	Key messages, audiences, and strategies for reaching those audiences average.	There are clear key messages, audiences, or strategies for reaching those audiences, but lacking in at least one of the three areas.	Clearly defined key messages, audiences, and strategies for reaching those audiences.	Effective job of clearly defined key messages, audiences, and strategies for reaching those audiences.	
Voter Outreach Plan (0-20 pts)	(0-4) Plan unclear in goals and/or practicality.	(5-9) Plan lacking achievable goals.	(10-14) Plan adequate.	(15-19) Plan creative and effective.	20 Excellent plan and creative approaches.	Total out of 20

		(5-9)	(10-14)	(15-19)	20	Total out of 20
Candidate Flyer & Campaign Ad (0-20 pts)	No use of media.	Limited use of different media to promote a cohesive message in visuals and words.	Average use of different media to promote a cohesive message in visuals and words.	Substantial use of different media to promote a cohesive message in visuals and	Excellent use of different media to promote a cohesive message in visuals and words.	

AAUW California
Gov Trek

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	(0-4)	(5-9)	(10-14)	(15-19)	20	Total out of 20
Campaign Video (0-20 pts) Total video presentation is 5 ½ to 6 ½ minutes.	No video	Length of video is within the assigned time limits.	Information was well communicated.	Video engaged the audience visually and through clear articulation.	The video engaged me emotionally and created interest in wanting to vote for the candidate.	
Total (0-120 pts)						