



Candidate Evaluation Guide Written Questionnaires

Your Role: To judge as fairly as possible the candidate’s answers to the questions they are asked.

Keep in Mind: There are no single “right” answers to these questions. There may be several right answers.

Making Accurate and Fair Evaluations

- Don’t judge on writing style. Substance over style
- Be open-minded. Don’t let preconceptions about a candidate prevent you from hearing his/her ideas.
- Judge the candidate’s answers to these questions only, not his/her positions on other issues. If you like the candidate’s answers to these questions but disagree with everything else he/she is campaigning on; you should give the candidate a high score.
- It is okay to score a candidate very high (95) on one answer and very low (40) on another.

Four Rules of Thumb for Judging Answers

- Does the candidate appear to understand the importance of this quality or issue?
- Does the candidate appear to know the facts relating to this question or issue?
- How logical or well thought-out is the candidate’s proposed approach or solution?
- Do you believe the candidate is or may be substantially correct in his/her approach or solution?

Range	Interpretation	Your reaction
0 – 39 Do Not Use		
40 – 69	Below average	Mostly wrong in appreciation of issue and/or approach
70-79	Average	Some good, some bad ideas on this issue.
80-89	Above Average	Solid grasp of issue, good responses
90 +	Excellent	Deeply impressive

Put the candidates name on the top of the column on the rating form.

Place a score from 1-100 next to each question using the model above. (Do not use 0-39).

Use the Rating Form below – there is room to rate more than one candidate and FAX (901-752-0743) or Email (peggy@bettermemphis.org) your responses.

RATING FORM – CITY COUNCIL

October 2011 Election

Rate answers on a scale of 40 (lowest) to 100 (highest)

Rater's Name: _____

Member Organization/Company: _____

Candidate: _____

Candidate: _____

Question **Numerical Rating**

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____
- 7 _____
- 8 _____
- 9 _____
- 10 _____
- 11 _____
- 12 _____
- 13 _____

Question **Numerical Rating**

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____
- 7 _____
- 8 _____
- 9 _____
- 10 _____
- 11 _____
- 12 _____
- 13 _____

Candidate: _____

Candidate: _____

Question **Numerical Rating**

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____
- 7 _____
- 8 _____
- 9 _____
- 10 _____
- 11 _____
- 12 _____
- 13 _____

Question **Numerical Rating**

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____
- 7 _____
- 8 _____
- 9 _____
- 10 _____
- 11 _____
- 12 _____
- 13 _____

RATING FORM – Mayor October 2011 Election

Rate answers on a scale of 40 (lowest) to 100 (highest)

Rater's Name: _____

Member Organization/Company: _____

Candidate: _____

Candidate: _____

Question **Numerical Rating**

1a _____
1b _____
1c _____
1d _____
2a _____
2b _____
2c _____
3 _____
4 _____
5 _____
6 _____
7 _____
8 _____
9 _____

Question **Numerical Rating**

1a _____
1b _____
1c _____
1d _____
2a _____
2b _____
2c _____
3 _____
4 _____
5 _____
6 _____
7 _____
8 _____
9 _____

Candidate: _____

Candidate: _____

Question **Numerical Rating**

1a _____
1b _____
1c _____
1d _____
2a _____
2b _____
2c _____
3 _____
4 _____
5 _____
6 _____
7 _____
8 _____
9 _____

Question **Numerical Rating**

1a _____
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