

POLITICAL CANDIDATE RUBRIC

Introduction: The right to vote is your constitutional right. Exercising that constitutional right is your voice. Those who you vote for should represent your voice and speak to issues important to you, your family and your community. Deciding whom to vote for can be challenging. This simple rubric was created to allow voters one way to think about:

- Whether or not candidates speak to issues important to you, your family and your community;
- Whether or not candidates understand issues important to you, your family and your community; and,
- Whether or not candidates have a measureable plan on how they will address issues important to you, your family and your community so that you can hold the candidate accountable.

Instructions:

1. Write down issues that are important to you, your family and your community based on your own thoughts in column 1.
2. Write down the candidates' last names in the first line of column 2 and 3.
3. Learn about the candidate. Don't use social media as your sole source for information. Use credible sources that are non-partisan. **Rate** the candidate in columns 2 and 3 under their names.
4. After learning about and rating the candidate, why down your reason you rated the candidate that way and share this information with family/friends.

Rating:

Poor = 1 point

The candidate uses "buzz" words and makes passionate statements about what's wrong but doesn't truly understand the issue and doesn't have a measurable plan.

Average = 2 points

The candidate truly understands the issue and has a plan that can be done with assistance of others (legislators, common council, governor, mayor, county board, etc.).

Outstanding = 3 points

The candidate truly understands and has a plan that the candidate can do with the assistance of others AND knows public dollars needed and where the public dollars will come from AND a timeline/scorecard so that you can hold the candidate accountable.

Example

Issues of Importance	Candidate Jones	Candidate Smith	Thoughts/Questions
Improving education in schools where students are not performing well	Poor 1	Outstanding 3	Jones talks about the achievement gaps and blames the opposing party for failures in education. Smith has an education policy with scorecard, that includes using tax revenue from legalizing hemp. Smith has good relationships with Democratic and Republican legislators because Smith doesn't blame the opposing party.
More affordable housing	Average 2	Poor 1	Jones will use Minnesota's plan to increase affordable housing, develops a partnership with the Realtor's Association but will need bipartisan support for funding and doesn't know where the money will come from. Smith talks about historic and contemporary redlining, high number of eviction and high rent.
Do something about potholes	Outstanding 3	Average 2	Jones is going to champion giving more funding to cities and towns that will be used to repair of city/town streets, not highways. Jones identifies that the funding will come from Wisconsin's surplus. Smith is going to advocate that large cities get their "fair share" of revenue that is sent to the state and provide numbers proving that large cities are "carrying" the state.
Increase funding for education	Poor 1	Poor 1	Both candidates say that they are going to end the choice program and put a limit on charter schools. Neither candidate has bipartisan support to do it, nor the power to do so.
Address "food deserts" in communities	Average 2	Average 2	Both candidates have statistics on how many grocery stores have closed in the past two years, the reasons they closed and a plan to "recruit" grocery business. Neither quantify funding needed to so nor a scorecard to track progress.
Violence in the community	Outstanding 2	Outstanding 3	Both candidates are going to use a research-based program that partners with "trusted messengers" that has been successful. Federal funds will be used. A scorecard will be used to make sure the program is implemented correctly, and data is collected.
Total	12	14	

COLUMN 1 Issues of Importance	COLUMN 2 Candidate_____	COLUMN 3 Candidate_____	COLUMN 4 Thoughts/Questions
<u>Total Points</u>			

Additional Notes

