

**CORNELL COLLEGE
Department of Politics**

MEMORANDUM

TO: POLITICAL PROFESSIONALS PRESENTLY EMPLOYED IN TARRAGON

FR: CRAIG ALLIN

**RE: EVALUATION OF CAMPAIGN PERSONNEL AND ANALYSIS OF ELECTION
RESULT**

Part I: Personnel Evaluations

This week the campaign will come to a close, and members of your campaign team are about to go their separate ways. Over in Oregon managers are being hired for an upcoming campaign. You and the rest of the members of your campaign staff are all planning to apply. Your potential employers in Oregon want recommendations and evaluations upon which to base hiring decisions. In one paragraph per person (including yourself) please discuss relevant strengths and weaknesses and assign each staffer a rating between 0 and 100 points. The SUM of your individual ratings must equal 50 points times the number of persons being evaluated.

Part II: Political Post-Mortem

In an elegant and thoughtful essay not to exceed 1000 words, please assess the simulation's outcome. As you undertake to examine what happened and why, recall the words of the simulation's designers: "In every campaign the decision to allocate resources—money, the candidate's time, and media buys—is determined by one critical concern: where can we get the votes that will win the election for our candidate? Two key variables typically are entered into this equation: first, the candidate's partisan base, and second, the likeliest source of support among 'swing voters.'" The entire manual is full of theories about how those decisions are best made, and the theories discussed are those upon which the simulation is based. Which theoretical assumptions did you make? What kind of targeting did you do? Did you make a plan and stick to it or react to events? Other matters you might consider include: What insights did the simulation afford with respect to the process of campaign management, including the internal dynamics of the campaign team? What advice would you offer to a neophyte campaign manager planning to undertake her first campaign in Tarragon?

To help in this assessment, the record of weekly tracking polls, the detailed election results, and copies of all campaign logs will be available on line.

Please submit one e-mail attachment containing both your Personnel Evaluations and Political Post-Mortem. The deadline is anytime Monday.