

<b>NJCL Website Contest Rubric 2018-2019</b> <i>Any questions? Email Natalie at <a href="mailto:commcoordinator@njcl.org">commcoordinator@njcl.org</a>.</i>	
<b>Detailed Coverage of Chapter Activities</b>	<b>Points</b>
<b>Detailed Description of Chapter Events/Activities:</b> All events should be well documented, providing clear information on chapter activities. <ul style="list-style-type: none"> <li>● <u>0-10 points</u>: nothing to limited</li> <li>● <u>10-20 points</u>: sufficient</li> <li>● <u>20-30 points</u>: detailed</li> </ul>	30
<b>Relevant Photos:</b> Photos should be indicative of specific chapter activities. Captions/descriptions are highly recommended for clarity, but each photo does not have to be captioned. A general caption for an entire set of photos is acceptable. For local websites, there should be no last names for students. <ul style="list-style-type: none"> <li>● <u>0 points</u>: no photos</li> <li>● <u>5-15 points</u>: website primarily has irrelevant or non-contextualized photos</li> <li>● <u>15-20 points</u>: chapter activities are accurately represented in captioned photos</li> </ul>	20
<b>Total Points</b>	<b>50</b>
<b>Content</b>	<b>Points</b>
<b>Event Information:</b> Dates and details for events should be available either through calendar or event listings. <ul style="list-style-type: none"> <li>● <u>0-5 points</u>: calendar/event list is available, but not necessarily detailed nor updated</li> <li>● <u>5-10 points</u>: calendar/event list is detailed and updated</li> </ul>	10
<b>Chapter Forms &amp; Information:</b> Forms (membership, event, etc.) and other information encouraging participation in chapter activities should be readily visible.	10
<b>Social Media:</b> This should include useful links to the chapter's external social media pages.	5
<b>External Resources:</b> This should include related external JCL and classical sites.	5
<b>Spelling, Grammar, and Quality of Writing:</b> Spelling and grammar errors should be minimal. All content on the website should be written in a professional manner.	10

<ul style="list-style-type: none"> <li>• <u>0-5 points</u>: several spelling/grammatical errors</li> <li>• <u>5-10 points</u>: minimal spelling/grammatical errors and professionally written content</li> </ul>	
<p><b>State Officer and Chair Information:</b> No one will be penalized if student names do not appear on local websites, but they should be on state websites. Both groups should include creative officer profiles and basic state chair information.</p> <ul style="list-style-type: none"> <li>• 0-5 points: basic officer and state chair information including name and email (local: list of office titles and responsibilities)</li> <li>• 5-10 points: creative officer profiles and basic state chair information (local: may use titles or first names only)</li> </ul>	10
<p><b>Minutes:</b> Minutes should be easily available on the website.</p> <ul style="list-style-type: none"> <li>• <u>0-5 points</u>: some minutes posted and comprehensible</li> <li>• <u>5-10 points</u>: most minutes posted and comprehensible with relatively consistent style/format</li> </ul>	10
<p><b>Archives:</b> States may include information on past officers, convention sites and dates, newsletters, exams, contests, photos, etc. Local chapters may include officer titles, events run or attended, newsletters, community service days, photos, etc.</p>	10
<b>Total Points</b>	<b>70</b>
<b>Design</b>	<b>Points</b>
<p><b>Design Aesthetics:</b> The design uses a combination of formatting, color scheme, and fonts to make the website visually pleasing but not distracting.</p> <ul style="list-style-type: none"> <li>• <u>0-5 points</u>: basic template/layout with little variation</li> <li>• <u>5-10</u>: uses creative design concepts beyond a basic template</li> </ul>	15
<p><b>Effectiveness of Design:</b> All information on the website should be organized effectively and be easy to access.</p> <ul style="list-style-type: none"> <li>• <u>0-5 points</u>: access/navigation of content is very difficult</li> <li>• <u>5-10 points</u>: information is accessible, although may not be organized effectively</li> <li>• <u>10-15 points</u>: information is readily available and organized in an intuitive fashion</li> </ul>	20
<p><b>Consistency of Design:</b> The entire website follows a similar design pattern.</p>	5
<b>Total Points</b>	<b>40</b>
<b>Technical Execution</b>	<b>Points</b>

<b>Feature Functionality:</b> The website should not contain significant broken links or coding errors. <ul style="list-style-type: none"> <li>● <u>0-5 points</u>: severely inhibiting broken links/coding errors</li> <li>● <u>5-10 points</u>: minimal issues with broken links/coding errors</li> </ul>	10
<b>Responsive Design:</b> The website automatically resizes itself despite changes in the size of the browser's window.	5
<b>Resolution Independence:</b> The website remains at a quality resolution regardless of zooming in or out (to a reasonable extent).	5
<b>Mobile Compatibility:</b> The website is easily accessible and navigable online. Being on a mobile device should not be a hindrance to being able to use the website.	10
<b>Page Seamlessness:</b> All content loads quickly, and pages do not lag as a result of coding malfunctions or design errors.	10
<b>Total Points</b>	<b>40</b>
<b>GRAND TOTAL</b>	<b>200</b>

### Website Contest - Currency Evaluations

5	<ul style="list-style-type: none"> <li>● Demonstrates an excellent balance of quality and quantity in updates.</li> <li>● Describes each update thoroughly (preferably including a direct link to those changes/additions).</li> </ul>
2 to 4	<ul style="list-style-type: none"> <li>● Demonstrates an adequate balance of quality and quantity in updates.</li> <li>● Describes each update adequately and does not include a link directing to the page where each update is not.</li> </ul>
1	<ul style="list-style-type: none"> <li>● Offers little or no description of changes.</li> </ul>
0	<ul style="list-style-type: none"> <li>● No changes for the month.</li> </ul>

Currency will NOT be accepted later than the 11:59 PM (Pacific Time) on the 1st of the following month (e.g. October 1st for September). If currency points are submitted later than this date, one point will be deducted for each day late. If the submission is more than 4 days late, it will be counted for the following month's currency.