Ronald R. Young Website of the Year Award Criteria

1.   Each province shall establish a Web Award Review Committee headed by its Province Webmaster, Technology Chair, or other person designated by the Province Polemarch.

2.   Each province shall use the attached criteria for scoring potential websites.

3.   Each province shall select one alumni and one undergraduate chapter in the Small, Medium and Large chapter category if applicable, to receive its award for "Province Website of the Year."

4.   The winners of the "Province Chapter Website of Year" award shall serve as the official website representatives for that particular province. Only official nominees originated by the Province of jurisdiction will receive consideration. **If the Province does not offer the award, any chapter may submit from that province.**

5.   The National Webmaster must receive the names of the nominated Chapters within 14 days of the adjournment of the Province Council attended by the members of the chapter held in the year of a Grand Chapter meeting. Please send your nominations to: Joe Williams.

6.   The National Webmaster Committee shall administer the "Ronald R. Young Website of the Year Award."

7.   The National Webmaster Committee shall review all official nominees for the "Ronald R. Young Website of Year (Alumni, Undergraduate, and Province) Award" and recommend chapters in the Small, Medium and Large category along with one province to the Grand Board for approval.

8.   A majority affirmative vote of the Webmaster Committee and by the Grand Board shall be required to grant the "Ronald R. Young Website of The Year Award."

9.   The Grand Polemarch, along with National Webmaster, will present the award during the Friday business session of Grand Chapter Meeting.

Ronald R. Young Website of the Year
(Criteria and Scoring Sheet)

Eligible Chapter Type: **(Check one)**	**Undergraduate ____Alumni ____**
Chapter Name:	
Webmaster, Web designer, or Liaison if Professional firm does the actual development:	
URL:	

	Site Design Issues:
Points:	**Overall Design (15 points):** Your site should be pleasing to the eye, with consistent layout from page to page. If you use a "theme" on your site, some attempt should be made to make it "yours". Your colors and graphics should complement each other. Your fonts should be easy to read and site appropriate. You should not force your viewers to download a font to "see the site as it was intended to be seen". Each inconsistent design element (different layout, formatting, or inconsistent font changes) will cause two points to be deducted. Any horizontal scroll caused by poor planning or design will cause a loss of five points. The site's title is also important for Bookmarking. It should reflect the appropriate chapter or province name and not just "Kappa Alpha Psi" etc. (5 pts.)
	Navigation (10 points): Navigation is very important. It should be easy for people to get around on your site, without resorting to use of the browser's back and forward buttons. Your navigation should be consistent from page to page, and located in the same place on each page. If you use a Java Script navigational system, you must also have text links on the page. Each instance of inconsistent navigation will cause a two point deduction.
	Accessibility (10 points): While we don't expect every site to be 100% accessible, we will check for appropriate graphic Alt tags. For more information on Accessibility, please refer to: Each graphic not properly tagged will cause a deduction of two points.
	Spelling/Grammar (15 points): Take the time to run spell-check on your site. Have someone else read it for grammatical errors. Then, do it again. Each spelling or grammatical error found will cause two points to be deducted.

	Links (25 points): Do all of your internal and external links, including graphics, work in both Netscape and Internet Explorer? Each broken link will cause two points to be deducted. Other Kappa links are an important consideration: Regional Kappa chapter links are worth 5 pts. (collectively) Provincial links are worth 5pts. (collectively) National links are worth 5pts. (collectively) Other worthwhile links such Greek sites; scholarship information; Roberts Rules of Order etc. are worth 5pts. (collectively**)**
	Graphics (30 points): Are they yours? If not, did you appropriately credit them? Are they crisp and clear visually? Do they download quickly? Do they complement your site? Are they appropriately tagged? Stolen graphics or copyrighted materials not appropriately credited will immediately stop the evaluation. Use of the "Playboy" logo will disqualify the application. Each fuzzy, unoptimized, or untagged graphic will cause a loss of two points. Are your animations appropriate for your site? A "lake applet" used on a graphic of a building just because it's "pretty" isn't an appropriate use. Use of animated gifs, just because you can, will count against you here. Inappropriate animation will cause a five-point deduction. A "Flash" introduction without a "skip introduction option" is a (5 pt.) deduction. Kappa Colors are Crimson & Cream, but since colors are hard to match on various computers, points should not be deducted (this year) for the wide color variations of "Red & White\Cream" etc. Points should be added for appropriate color schemes that foster "readability" and reflect an "understanding" of colors. Is the Kappa Crest prominently displayed throughout the site? (5pts.) Improper (any) display of the Kappa Diamond leads to an automatic 25 point deduction.
	Informative (35 points): Does your site cover the topic it's intended to, or does it cover many topics with no focus? Will your visitors leave feeling like they have learned something? Is the Kappa Alpha Psi story clearly told on your site? Are the descriptions of the national, provincial and local bodies adequately explained (5pts. for each)? For example, does your site include criteria and methodology for becoming a Kappa? Is our prohibition and distaste for hazing explicitly and implicitly stated? Is their both local and national history included? Are local, regional and national programs highlighted on your site? Are local programs shown to have an impact on the local community? Are some local programs tied to national programs?
	Originality (5 points): Does your site's content show individuality, or have you just copied information from another site?
	Organization (5 points): Your site should be laid out in an organized manner, with content appropriately divided. Any page, which requires more than four (4) "page downs", will cause a three-point deduction. Long pages should have a "Return to Top" method.
	Interactivity (10 points): Interactivity with your site's visitors will keep them coming back and shows your desire to continue and improve your site. Do you have a poll, a guestbook, a member forum, an awards program, or a newsletter?