THE NORTHEASTERN PROVINCE
'RONALD R. YOUNG'
WEBSITE AWARD

Northeastern Province Ronald R. Young Website of the Year Award Criteria

1. The Northeastern Province will have a Website of the Year award.

2. The Province Awards committee will use the attached criteria for scoring potential websites.

3. The Awards committee will select one alumni and one undergraduate chapter to receive its award for "Province Website of the Year."

4. The winners of the "Province Chapter Website of Year" award <u>during a Grand Chapter meeting year</u> shall serve as the official website representatives for that Province.

Petitions to award the Ronald R. Young Website Award shall be submitted to the Achievement Committee not later than one calendar month prior to the convening of the Province Council 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.
	Links (25 points): Do all of your internal and external links, including graphics, work in Chrome, Safari, 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?