

Rubric for Chapter Websites

In each criteria area review the entries under each category: Successful, Adequate, and Weak. Determine which set of descriptions most closely describes your website for the criteria. You have a couple of extra points, 4 & 2, if you feel that you are almost but not quite to the next category. This is a self evaluation. Be honest and realistic about the criteria as it pertains to your website. After you add up your scores, determine whether your website currently is Successful, Adequate, or Weak

55-45 Successful

44-23 Adequate

22-11 Weak

Criteria	Successful 6	Adequate 3	Weak 1	Score
Sustainability	<ol style="list-style-type: none"> 1. Members will use the website regularly 2. Members will support the website monetarily and with content 3. Webmaster is extremely committed to continuing the website 	<ol style="list-style-type: none"> 1. Members aren't necessarily committed to the website 2. Members sometime send content to webmaster 3. Webmaster is very committed to continuing the website 	<ol style="list-style-type: none"> 1. Members don't care if they have a website. The state urged them to have one. 2. Members never contribute to the content of the website. 3. Webmaster is somewhat committed to continuing the website 	
Purpose	<ol style="list-style-type: none"> 1. Your members have a clear idea of the information they want available on the website 2. Webmaster committed to making timely updates to this information 3. The site has a well stated clear purpose 	<ol style="list-style-type: none"> 1. Members will accept whatever information is posted 2. Webmaster committed to making updates to this information at least 4 times a year 3. The purpose and theme of the site is somewhat vague 	<ol style="list-style-type: none"> 1. Members don't care what is on the website; they had rather have printed material 2. Webmaster changes the information once or twice a year 3. The site lacks a purpose and theme. 4. Only one page 	
Layout or Plan	<ol style="list-style-type: none"> 1. Information begins as an outline to provide a visual reference 2. Information is divided into pages 3. Information for the pages is collected 	<ol style="list-style-type: none"> 1. Began with a general idea of content of pages 2. Pages evolve as needed 3. Collected information for pages 	<ol style="list-style-type: none"> 1. Began designing the pages with a general idea of the content 2. Pages evolve as needed 3. Information added randomly 4. Only one page 	

<p>Basic Design</p>	<ol style="list-style-type: none"> 1. The background does not dominate or draw eye from the content area 2. The content area is white or a very light color to contrast with the text and make the information easy to read. 3. The background and content colors are consistent across the website. 4. The design is tested on different web browsers 	<ol style="list-style-type: none"> 1. The background colors are distracting and draw eye from the content area 2. The content area is white or a very light color to contrast with the text and make the information somewhat to read. 3. The background and content colors are consistent across the website. 4. The designed has been tested on one web browser 	<ol style="list-style-type: none"> 1. The background, and content area colors are distracting and make it difficult to read the information presented 2. The content area color makes it difficult to read the information presented 3. The background and content area colors are randomly chosen for each page. 4. No attention has been paid to the web browser 	
<p>Color</p>	<ol style="list-style-type: none"> 1. Color is appropriately used to produce an atmosphere that expresses the character of the website. 2. Color used effectively for emphasis. 3. The colors give the feeling of professionalism and sophistication. 	<ol style="list-style-type: none"> 1. Color is used to produce an atmosphere that expresses the character of the website. 2. Uses color effectively most of time. 3. The character of the website lacks professionalism. 	<ol style="list-style-type: none"> 1. Little thought went into the choice of colors. 2. Choice of colors lacks visual appeal and impedes comprehension. 3. The color combinations give the website an unattractive and unprofessional look 	

<p>Text Elements</p>	<ol style="list-style-type: none"> 1. The fonts are easy-to-read and point size varies appropriately for headings and text. 2. Text is left aligned 3. Use of bullets, italics, bold, and indentations enhances readability. 4. Consistent format on each page. 5. Uses only web safe fonts which include Arial, Times New Roman, Verdana, Georgia, Comic Sans Serif, Trebuchet or Courier 6. White space used appropriately 	<ol style="list-style-type: none"> 1. Sometimes the fonts, bullets, italics, & bold used for headings detract from readability. 2. Text mostly left aligned. 3. Uses only web safe fonts which include Arial, Times New Roman, Verdana, Georgia, Comic Sans Serif, Trebuchet or Courier 4. White space is used correctly in most cases. 	<ol style="list-style-type: none"> 1. The fonts are difficult to read. Used too many different fonts, overused bold, bullets, italics. 2. Text doesn't align to left. 3. Pays no attention to fonts used 4. There are several format inconsistencies throughout the website. 5. White space is used inappropriately giving the content the appearance of clutter 	
<p>Images</p>	<ol style="list-style-type: none"> 1. All of the images enhance the content and create interest. 2. All images are high quality. 3. Creativity and original images enhance the content the Web pages in an innovative way. 4. Contains no animated gifs 5. All photos are labeled 	<ol style="list-style-type: none"> 1. Most of the images enhance the content and create interest. 2. Most of the images are high quality images end effective enhance the content and create interest. 3. Some use of creativity or original images to enhance the content of the pages. 4. Contains no animated gifs 5. Photos are labeled 	<ol style="list-style-type: none"> 1. A few of the images are inappropriate for the content and are decorations that create a busy feeling and detract from the content. 2. Some of the images are not high quality images. 3. No use of original images is evident to enhance content in an innovative way. 4. Contains one or more animated gifs 5. Photos are not labeled 	

<p>Navigation</p>	<ol style="list-style-type: none"> 1. Links are clearly labeled, consistently placed, allow the readers to easily move from a page to related pages (forward and back,) and take the reader where she expects to go. 2. All underlined text is a link 3. A reader does not become lost. 4. All external links to connecting websites are active and functioning. 5. Links to internal and external pages 	<ol style="list-style-type: none"> 1. Links are clearly labeled, allow the readers to easily move from a page to related pages, and internal links take the reader where she expects to go. 2. Sometimes must use a back arrow to navigate 3. All underlined text is link 4. A user rarely becomes lost. 5. Most of the external links to connecting websites are active and functioning. 6. Links to internal and external pages 	<ol style="list-style-type: none"> 1. Links usually take the reader to the sites described, but some needed links missing 2. A users sometime has to use the back arrow to navigate 3. Some underlined text is for emphasis and not a link 4. A user sometimes gets lost. 5. Some external links to connecting websites are not active and functioning. 6. No internal links 	
<p>Grammar</p>	<ol style="list-style-type: none"> 1. There are no errors in spelling, punctuation or grammar on the website. 	<ol style="list-style-type: none"> 1. There are 1-3 errors in spelling, punctuation or grammar in the final draft of the website. 	<ol style="list-style-type: none"> 1. There are 4 or more errors in spelling, punctuation or grammar in the final draft of the website. 	

Identification	<ol style="list-style-type: none"> 1. Name of chapter and geographical name of state in which the chapter is located in the header 2. The Mission Statement and the Seven Purposes are displayed 3. Each page dated as to latest version 4. Email address or email link for the Webmaster are available on the website. 5. One copy of certification seal 	<ol style="list-style-type: none"> 1. Name of chapter and geographical name of state in which the chapter is located in the header 2. The Mission Statement and the Seven Purposes are displayed 3. First page is dated as to latest version 4. Email address or email link for the Webmaster are available on the website. 5. More than one copy of a certification seal 	<ol style="list-style-type: none"> 1. The name of the chapter is in the header. 2. The Mission Statement and the Seven Purposes are displayed 3. First page is dated as to latest version 4. Email address or email link for the Webmaster are available on the website. 5. Multiply copies of certification seal 	
Content	<ol style="list-style-type: none"> 1. Content is of sufficient scope to reflect the chapter or state. (Programs listed, projects illustrated, officers listed, by-laws displayed, newsletter available, photos of meetings and projects, etc.) 2. Information is current and updated regularly. 	<ol style="list-style-type: none"> 1. Content is simple. Programs, projects and officers listed. Newsletter and some pictures available. 2. Newsletter is changed regularly. 	<ol style="list-style-type: none"> 1. Content is minimal. Programs, projects, and officers are listed. 2. Nothing is included that must be updated regularly. 	
Total Score				

Please send us your ideas and suggestions.
Carol McMillan
Texas State Organization
mcmillan.carol@gmail.com

Diane Moose
Texas State Organization
dianemoose@yahoo.com