Rotary District 5300
Club Web-Site Award
Judging Guidelines

Home Page information and Required Links – Total 25 Points

1. **Clearly Identifiable as a Rotary Web-Site – 5 points**

Page should contain the following elements:

a. Name of Club
b. Rotary Emblem
c. Current Theme Emblem
d. Photo and Name of Current President
e. Other general Rotary info as desired by Club

2. **Link to District Web-Site and DACdb– 5 points**

District number should be clearly identifiable and link to District web-site should be active and visible.

3. **Link to RI Web-Site – 5 points**

RI Web-site link should be on home page and clearly identifiable. In addition, the rotary emblem should be hyperlinked to the RI web-site.

4. **Club Meeting Info – 5 points**
5. **Calendar of upcoming speakers and Club events – 5 points**

Effective Communication Tool: - Total 25 Points

1. **Site is current and up-to-date – 10 points**

This should include all of the following:

a. Current President and Club officers (no personal information, address, phone, etc.)
b. Current Program Schedule of weekly speakers
c. Current Club Goals for the Year
d. Current Club Projects
e. No outdated information still on site

2. **Good overall communication tool – 5 points**

Is the web-site a place where the club members can and will come to find current club information? Is the web-site being used as the club's "primary" communications mechanism? This should include a "links" page with links to the following:

   a. RI web-site (redundant but necessary)
   b. RI President's web-site (redundant but necessary)
   c. District Web-Site (redundant but necessary)
   d. District Assembly web-site (when it becomes available)
   e. District Conference web-site (when it becomes available)
   f. RI Polio Eradication Web-Site
   g. Link to The Rotary Foundation information area of RI web-site
   h. Link to Rotary's Member Access area (for use by Club President & Secretary as well as club members)
   i. Also recommended is that there be a "What's New?" or similar type of page on the web-site that lists each new web posting/entry (via hyperlink) in order to quickly access all new and relevant information rather than having to search for it.

3. **Club bulletin on-line – 5 points**

Is the Club bulletin posted to the web-site in Adobe PDF format or other format for easy viewing on the web? Is it made "suitable" for web use by removing any information that is not allowed for "public view" under RI policies (MOP and the Code of Policies)? For example: Is all direct contact information on Club officers removed (no addresses, phone numbers, etc.); if an individual is being proposed for membership, is this removed before posting. Good judgment is the key.

4. **Secured directory set-up on web-site for confidential member info – 5 points**

Under RI policies, the ONLY information on members that can be posted for "public view" is the name of the individual and their email address. If a Club wishes to post a complete roster online, this must be setup in a secured sub web available to members only via a password and user ID.

General Appearance and Overall Effectiveness – Total – 45 Points

1. **Has the site made effective use of graphics as follows: 10 points**

a. Set up "photo galleries" or "slideshows" that are fast loading and easily accessible on pages that highlight "events".
b. Used "thumbnails" in photo galleries to link to larger images to insure that there will be fast loading of the pages.
c. Limited animated graphics to no more than one animation per page and used animations on only one or two pages.
d. Limited the use of background music files to one page only. (Note: this one element on a web-site receives the greatest number of negative comments from web-site viewers. It is preferable that Rotary web-sites no use music files).
e. Resized all graphics on non-photo-gallery pages and then "resample" them to insure fast loading of the page/images. (Note: You can tell if this has been done by opening a page and seeing how long it takes the photos to load. If the page loads and the photos take an extensive time to load (even though they are a small image on the screen), then the graphic file has not been resampled for fast loading.
f. Made sure that all graphics that are used on the site relate to the individual pages in terms of content.

2. **Effective and easy to use navigation system – 10 points**

Next to background music, this is the second most talked about item on web-sites that do not have such a system and the one that creates the greatest frustration for the web-site user. The web-site should have a navigation system that is standard on all pages. The system should include links on every page to the primary areas of the web-site. All sub linked pages should have internal sub links. The issue here is that no web-site should require the site visitor to return to the home page in order to visit any other portion of the web-site. As a rule of thumb, if the web-site has 10 pages that it links to directly on the home page, those same links should appear on every page of the entire web-site.

3. **Single design continuity throughout entire site – 5 points**

The web-site designer/maintainer should select an overall web-site design and all pages on the site should reflect this design. Web-sites that have a new design for each page of each "area" of the web-site are confusing and frustrating. The continual design change from page to page or area to area tends to be distracting and diverts the viewer's attention away from the content. What the designer(s) need to remember is that the primary and most important purpose of any Rotary web-site is content, **content, CONTENT!** This is the "communications" aspect of the web-site and that is what the viewer

wants to focus on, not on whether one page or area of the site is more interesting or colorful than the other.

4. **Features that make this web-site unique – 10 points**

   Judge this item based on "pages: or "areas" of the web-site that are unique to this particular web-site. One Club web-site does a weekly recap of their weekly speaker and posts it in condensed audio format so those who were not able to attend the meeting can at least share in the experience. Another site (a district site) held an online virtual TRF Seminar that was broadcast on the Internet worldwide. This was unique to this particular District. A Club could hold an auction online (live) with bids being updated every fifteen minutes. The important think about this category is that you must select the c criteria (in advance) for classification as "unique" and then apply those criteria to all of the club web-sites that entered in the judging.

5. **Bonus points for overall appearance and effectiveness – 10 points**

   No points should be posted to this category until you have viewed and judged all of the sites in the competition. After you have judged all of them you should then go back and look at all of the sites again from a "viewer's point of view". There will always be 2 – 3 that will stand out in your mind. In the case of those sites, you should award them bonus points as follows:

   a. 10 points – most outstanding (in your opinion)
   b. 5 points – 2nd most outstanding
   c. 3 points – 3rd most outstanding

Maximum Points – 95

Web-site submittal: Please send your web-site entry links to Michael Soden (DCO for District 5300) at msoden@harcalfagency.com, with a copy to District Award Chair, Debbie Mitsch at debmitsch@yahoo.com.

Please include your name, Club name, and your contact information.

Entries must be received no later than March 15, 2017.