

2015

NAEOP Judging Sheets for UNOPA Website and UNOPA Notes

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**RACHEL MAYNARD AWARD FOR EXCELLENCE IN COMMUNICATION
NEWSLETTER/MAGAZINE CONTEST JUDGING SHEET**
(Sponsored by the NAEOP Past Presidents Council)

Name of Affiliated Association University of Nebraska Office Professionals Association

Name of Publication UNOPA Notes

- Type of Publication: Local Newsletter, Category 1 State Newsletter, Category 1
 Local Newsletter, Category 2 State Newsletter, Category 2
 Magazine (Local or State)

* Affiliate Association must enter the appropriate page number below in sections I and III. Use abbreviations, if applicable — Front Page (FP), Inside Front Page (IFP), Back Page (BP), Inside Back Page (IBP)

SYSTEM FOR JUDGING THE PUBLICATION

I. FRONT PAGE, COVER, VITAL INFORMATION

*Page # 7
10 POINTS

- Logo Pages 1,10
- Title of Publication Page 1
- Name/Address of Editor/Publication Pages 1,10
- Month/Quarter/Year of Issue Page 1
- Purpose/Mission Statement Pages 1, 10
- Name of Association Pages 1, 10
- Name/Address and/or Phone/Fax/E-Mail of Officers Page 1

JUDGES' COMMENTS Blue is attractive color. Can you enlarge type in sidebar a bit? Would be nice to have a president pic a name w/ message.

II. FORMAT/ LAYOUT

15 POINTS 10

- Layout: columns, margins, use of copy blocks, art, orderliness, interesting arrangement, overall look.....
- Readability: easily read, use of visual elements, including white space to aid reader, clarity of artwork and photos.....
- Typeface/artwork: consistent usage and readability of typeface, usage and appropriateness of artwork.....
- Headlines: headlines tell a story, spaced properly.....
- Spelling, grammar, punctuation.....
- Credits: author/publication titles listed for submitted/copied work.....

JUDGES' COMMENTS Crop out unnecessary space in photos + enlarge to increase interest. Make sure they are well lit.

III. CONTENT

65 POINTS 60

- Timely articles of educational interest about the profession: helpful hints regarding the profession.....
- Material contributed by officers, committee chairmen, members.....
- Variety of subjects appealing to all members.....
- Calendar of Events.....
- Announcements of upcoming meetings, programs, conferences (including date, time, place, and description).....
- Review/report of previous programs/meetings.....
- Association activities (if state, coverage of state news; if local, coverage of local news).....
- Personal news/association-related news of members.....
- News/promotion of NAEOP.....

Page 2
Pages 1,2,3,4
Pages 6,8
Pages 1, 4
Pages 1, 7
Pages 1,2,8,10

JUDGES' COMMENTS P. 2 calendar + association news well organized. Try using verbs in heads instead of just "label" titles.

IV. OVERALL APPEAL, INTEREST, OUTSTANDING FEATURES, ORIGINALITY

10 POINTS 6

JUDGES' COMMENTS Facebook a good communications addition

TOTAL

100 POINTS 83

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Name of Publication UNOPA Notes

- Type of Publication:
- | | | | |
|-------------------------------------|------------------------------|--------------------------|------------------------------|
| <input type="checkbox"/> | Local Newsletter, Category 1 | <input type="checkbox"/> | State Newsletter, Category 1 |
| <input checked="" type="checkbox"/> | Local Newsletter, Category 2 | <input type="checkbox"/> | State Newsletter, Category 2 |
| <input type="checkbox"/> | Magazine (Local or State) | | |

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SYSTEM FOR JUDGING THE PUBLICATION

- I. FRONT PAGE, COVER, VITAL INFORMATION** ***Page #** 10
10 POINTS
- Logo Pages 1,10
 - Title of Publication Page 1
 - Name/Address of Editor/Publication Pages 1,10
 - Month/Quarter/Year of Issue Page 1
 - Purpose/Mission Statement Pages 1, 10
 - Name of Association Pages 1, 10
 - Name/Address and/or Phone/Fax/E-Mail of Officers Page 1

JUDGES' COMMENTS Nice.

- II. FORMAT/ LAYOUT** **15 POINTS** 13
- Layout: columns, margins, use of copy blocks, art, orderliness, interesting arrangement, overall look.....
 - Readability: easily read, use of visual elements, including white space to aid reader, clarity of artwork and photos.....
 - Typeface/artwork: consistent usage and readability of typeface, usage and appropriateness of artwork.....
 - Headlines: headlines tell a story, spaced properly.....
 - Spelling, grammar, punctuation.....
 - Credits: author/publication titles listed for submitted/copied work.....

JUDGES' COMMENTS Play with shaded/colored backgrounds to separate some info.

- III. CONTENT** ***Page #** 65
65 POINTS
- Timely articles of educational interest about the profession: helpful hints regarding the profession.....
 - Material contributed by officers, committee chairmen, members.....
 - Variety of subjects appealing to all members.....
 - Calendar of Events..... Page 2
 - Announcements of upcoming meetings, programs, conferences (including date, time, place, and description)..... Pages 1,2,3,4
 - Review/report of previous programs/meetings..... Pages 6,8
 - Association activities (if state, coverage of state news; if local, coverage of local news)..... Pages 1, 4
 - Personal news/association-related news of members..... Pages 1, 7
 - News/promotion of NAEOP..... Pages 1,2,8,10

JUDGES' COMMENTS great.

- IV. OVERALL APPEAL, INTEREST, OUTSTANDING FEATURES, ORIGINALITY** **10 POINTS** 9

JUDGES' COMMENTS _____

TOTAL **100 POINTS** 97

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|---|--|
| <input type="checkbox"/> Local Newsletter, Category 1
<input checked="" type="checkbox"/> Local Newsletter, Category 2
<input type="checkbox"/> Magazine (Local or State) | <input type="checkbox"/> State Newsletter, Category 1
<input type="checkbox"/> State Newsletter, Category 2 |
|---|--|

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SYSTEM FOR JUDGING THE PUBLICATION

- I. FRONT PAGE, COVER, VITAL INFORMATION** *Page # 10
10 POINTS
- Logo ✓ Pages 1,10
 - Title of Publication ✓ Page 1
 - Name/Address of Editor/Publication ✓ Pages 1,10
 - Month/Quarter/Year of Issue ✓ Page 1
 - Purpose/Mission Statement ✓ Pages 1, 10
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JUDGES' COMMENTS Good, clean front page

Typically we'd let this "continued from page 1..." on the left, so that it leads the reader into the copy to read left to right.

- II. FORMAT/ LAYOUT** 15 POINTS 14
- Layout: columns, margins, use of copy blocks, art, orderliness, interesting arrangement, overall look ok
 - Readability: easily read, use of visual elements, including white space to aid reader, clarity of artwork and photos good
 - Typeface/artwork: consistent usage and readability of typeface, usage and appropriateness of artwork ✓
 - Headlines: headlines tell a story, spaced properly ✓
 - Spelling, grammar, punctuation ✓
 - Credits: author/publication titles listed for submitted/copied work ✓

JUDGES' COMMENTS Your calendar on pg. 2 could use a smidge of re arranging - typically we'd put that art element @ the top of the column to lead the reader - in the middle can be very jarring.

- III. CONTENT** *Page #
65 POINTS 65
- Timely articles of educational interest about the profession: helpful hints regarding the profession ✓
 - Material contributed by officers, committee chairmen, members ✓
 - Variety of subjects appealing to all members ✓
 - Calendar of Events Page 2
 - Announcements of upcoming meetings, programs, conferences (including date, time, place, and description) Pages 1,2,3,4
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JUDGES' COMMENTS Page 9 is really copy heavy. I assume this newsletter gets emailed to members so they can click a link. Sometimes you can shorten links →

- IV. OVERALL APPEAL, INTEREST, OUTSTANDING FEATURES, ORIGINALITY** 10 POINTS 10

JUDGES' COMMENTS _____

TOTAL 100 POINTS 99

* Helpful advice to all:

The best re-producible photos for print are large files - often the raw jpg straight off the camera. And, not all phone photos! If you must use smaller photo files - then run them smaller. That will cut down on your blurry / pixellation problems.

Good luck!!

so that you don't have such long addresses. OR, better yet, compile a page for your website with all these links & direct members there. OR break up the copy w/ screenshots of the pages you're sending them to.

Association Name: _____

**WEBSITE AWARD
CONTEST GUIDELINES AND JUDGING CRITERIA**

GUIDELINES

1. One entry may be submitted from each NAEOP affiliate of the current affiliation year.
2. Website must be easily accessible by all members and judges.
3. A \$20 non-refundable processing fee payable to NAEOP must accompany the application.
4. Application must be postmarked by March 15.
5. Awards will be presented at the NAEOP Annual Conference
6. Applications that do not follow the guidelines will be disqualified.

ELIGIBILITY

1. Association must be a current NAEOP affiliate.
2. Website must address items of interest to educational office professionals.
3. Website must represent the educational office professionals in its mission statement.

CRITERIA FOR JUDGING & RATING SHEET
(Judges should have technical knowledge of websites)

1. Website must have a good sense of organization, be informative, have no grammatical or punctuation errors, provide information that meets the needs of the audience, is accessible in a current internet browser, load quickly and convey a clear purpose.

15 (maximum) points 12

JUDGE'S COMMENTS:

Everything is well organized but the main navigation becomes unusable after selecting a page to go to. The main navigation should always be present.

2. The home page should have:
 - Logo
 - Name of association, address and phone and/or fax number
 - Name of webmaster and how to contact
 - Table of contents
 - The creator's identity (author or institution)

10 (maximum) points 10

JUDGE'S COMMENTS:

3. Design — should contain the following:

- Professional looking
- Good consistency
- Inviting layout
- Home page menu clearly stated
- Membership requirements stated
- Membership form to download and send in
- Calendar of events
- Direct email link to webmaster
- Pictures that add interest
- A mission statement
- Links to the school district/institution being served by the association (if applicable)
- Other links of interest to association members
- Updated website – change graphics and color occasionally
- Use of standard fonts that can be read on a variety of computers
- Simplicity and consistency
- Every webpage in the site should have an informative, clear title to capture the reader's attention
- At least one page in the site should have a link to a local home page
- At least one page in the site should have a link to the NAEOP site

20 (maximum) points 18

JUDGE'S COMMENTS:

Very professional looking and excellent design. A few things seem randomly placed and the blue color doesn't fit very well.

4. Technical

- Do all the graphics load?
- Do the pages load quickly?
- Do the links work?

5 (maximum) points 5

JUDGE'S COMMENTS:

TOTAL 50 (maximum) points 45

Association Name: _____

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15 (maximum) points 15

JUDGE'S COMMENTS:

2. The home page should have:
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 - Table of contents
 - The creator's identity (author or institution)

10 (maximum) points 10

JUDGE'S COMMENTS:

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20 (maximum) points 18

JUDGE'S COMMENTS:

Membership requirements are not stated on the page. The page is based on the University of Nebraska template and looks great.

4. Technical

- Do all the graphics load?
- Do the pages load quickly?
- Do the links work?

5 (maximum) points 5

JUDGE'S COMMENTS:

TOTAL

50 (maximum) points 48

Association Name: _____

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15 (maximum) points 15

JUDGE'S COMMENTS:

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10 (maximum) points 10

JUDGE'S COMMENTS:

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- At least one page in the site should have a link to the NAEOP site

20 (maximum) points 20

JUDGE'S COMMENTS:

Looks good. Good content. However it looks like it is built on the UNL site and visual standards.

4. Technical

- Do all the graphics load?
- Do the pages load quickly?
- Do the links work?

5 (maximum) points 5

JUDGE'S COMMENTS:

TOTAL

50 (maximum) points 50