

2016

NAEOP Judging Sheets for UNOPA Website and UNOPA NOTES

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Association Name: University of Nebraska OPA

**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 **14.0**

JUDGE'S COMMENTS Clear purpose and loads quick.

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 **9.0**

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 **19.0**

JUDGE'S COMMENTS Professional and clean layout.

4. Technical

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

5 (maximum) points **5.0**

JUDGE'S COMMENTS All graphics, pages, and links load quickly.

TOTAL 50 (maximum) points **47**

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15 (maximum) points **14.0**

JUDGE'S COMMENTS There is currently a typo on the home page in the section about sending in box tops.

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10 (maximum) points **9.0**

JUDGE'S COMMENTS Creator's identity not listed.

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20 (maximum) points **18.0**

JUDGE'S COMMENTS Membership requirements are not listed on the website. This is a well designed website (and well it should be, as it has the resources of UNL's designers behind it).

4. Technical

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

5 (maximum) points **5.0**

JUDGE'S COMMENTS

TOTAL

50 (maximum) points **46**

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15 (maximum) points ¹⁴

JUDGE'S COMMENTS Website is well organized and information is easy to digest. Most of this comes from the clear structure and typography which is created for the University and was already in place. Links in the main navigation should be to web pages, and not directly to PDFs with no context of why it is linked to a file instead of a page.

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 Being able to utilize the existing University website makes this very easy to use, responsive and clear. The use of graphics and images is appropriate and the site feels modern and up to date. There is a small inconsistency with page titles on the Bylaws page, and while the alert box is helpful it hinders additional use of the primary site navigation. 

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 47

**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 #
↓
Online 10 POINTS 8

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

JUDGES' COMMENTS

Information is clear + readable but could be a little more interesting

II. FORMAT/ LAYOUT

15 POINTS 11 *ing.*

- 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

Body copy + headline font are easy to read. Has professional feel to it.

*Page #
↓
online 65 POINTS 60

III. CONTENT

- 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

JUDGES' COMMENTS

Like that you get in several brief newsy items. Member feature. Might be nice.

IV. OVERALL APPEAL, INTEREST, OUTSTANDING FEATURES, ORIGINALITY

10 POINTS 8

JUDGES' COMMENTS

Monthly contact is good + e-format probably makes that easier + more cost effective.

TOTAL 100 POINTS 87

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SYSTEM FOR JUDGING THE PUBLICATION

I. FRONT PAGE, COVER, VITAL INFORMATION *Page #
↓
online 10 POINTS 10

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JUDGES' COMMENTS _____

II. FORMAT/ LAYOUT 15 POINTS 14

- 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.....

Nice use of a block design for your online audience.

JUDGES' COMMENTS _____

III. CONTENT *Page #
↓
online 65 POINTS 64

- Timely articles of educational interest about the profession: helpful hints regarding the profession
- Material contributed by officers, committee chairmen, members.....
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- 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

You had some very tight editing here, which is great for online. Good to know those web addresses around so people can dig deeper if they want.

JUDGES' COMMENTS _____

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

JUDGES' COMMENTS

Overall, good work!

TOTAL 100 POINTS 98

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I. FRONT PAGE, COVER, VITAL INFORMATION

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online 10 POINTS 8

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JUDGES' COMMENTS _____

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.....
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JUDGES' COMMENTS _____

III. CONTENT

*Page #
↓
online 65 POINTS 50

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JUDGES' COMMENTS

Need to see more on paper

IV. OVERALL APPEAL, INTEREST, OUTSTANDING FEATURES, ORIGINALITY

10 POINTS 5

JUDGES' COMMENTS

So much of this one is online. No page numbers.

TOTAL

100 POINTS 73