

Name of Judge:

Name of Club:

<b>Outstanding Website - Judging Criteria 2012</b>			<b>Possible Points</b>	<b>Awarded Points</b>
<b>Affiliations</b>	1.1	Council promotion (inclusion of the current council news items and activities, and contact information)	3	
	1.2	Other ski related affiliation promotion (inclusion of the current news items and activities of any other ski or sports related affiliation appropriate to the club, and contact information)	2	
	1.3	FWSA promotion (inclusion of the current FWSA news items and activities, convention attendance, awards program participation, and contact information)	3	
	1.4	Involvement in charitable activities (community causes, ski lesson promotion, Special Olympics, etc.)	3	
	1.5	Race, learn-to-ski, or club activity promotion (adult or youth racing programs, extreme sports skills competitions, other ski related activities that promote skiing as a lifelong competitive or recreational endeavor)	4	
	1.6	Ski industry related news or current affairs (resort, forest service, real estate, environmental, etc.)	2	
<b>Club business and membership</b>	2.1	Club or skiing History mentioned or noted (contact information of club historian, web location, etc.)	2	
	2.2	Membership form or contact/location information of where to obtain one (web link to PDF, phone number and name, local location, or other instructions on how to join)	3	
	2.3	Contact information of club representatives or webmaster (contacts for whom to contact for more information, activity, or membership information)	4	
	2.4	Policies & forms supporting the club or information or instructions on where to find them (list of what documents are available, names and numbers of whom to call, links to PDF's, etc.)	3	
	2.5	Mission and scope (is it made clear in the website what the purpose and scope of the club is; either through statements or mottos, or through the overall impression of the types of articles? Examples: Is the club only interested in ski trips or lift ticket discounts, or are they also interested in their skiing community and other activities? Do they espouse principles and values that make them an asset to their skiing community and members?)	4	
	2.6	Club event promotion (any event sponsored or put on by the club; trips, parties, gatherings, community support activities, etc.)	5	
	2.7	Club event follow up (articles and news about past events, photos, etc.)	3	

	2.8	Ski & sports safety (avalanche, helmet usage, skiers codes, or any other equipment, environment, or behavioral related safety information)	4	
	2.9	Club activities that are not focused on ski pass discounts and ski trips (Member parties, summer events, other sports, family activities or those which non-skiers could participate in)	5	
	2.10	Health & fitness (pre-season conditioning, hiking activities, tips on exercising or any other sport preparation for skiers to support their skiing)	2	
	2.11	Member recognition and highlights (Birthdays, notes of personal achievement, awards, new appointments, or any personal interest items of members)	4	
Graphics and Layout	3.1	Color Scheme is purposefully planned and implemented to enhance the visual eye appeal of the site and club. Club logo and colors are used throughout the site.	5	
	3.2	Photos are available with names, dates and locations and is up to date with the current season's photos. The photos should be displayed with consideration to the use of thumbnails or attachments that decrease the page opening time. The photos are displayed in consistent sizes and shapes as opposed to distorted and odd shaped or oversized photos.	3	
	3.3	Pages are up to date and all links are working. All information should have a posting or publication date, or the site as a whole should show significant evidence of all content being current (links should all be to current offers, all news items should be dated and relevant to the current season and schedule of activities.)	4	
	3.4	Consistency throughout site pages and accessibility is planned. The club logo may be present or the color scheme and font use is consistent, the headings are planned so that screen reading programs may be used (headings use a code of sizes and should be planned within a hierarchy of these sizes to aid in accessibility. For example, the use of a size 4 heading consistently throughout the site allows for the screen reading program to target those sized headings, allowing access to skimming through the site.	5	
	3.5	Overall Appearance is pleasing to the eye, clearly promotes the purpose and scope of the club's intentions, is free of annoying distractions (blinking or animated graphics that serve to distract), and looks appropriate to club member's using the site as a valuable resource.	5	
	3.6	Downloadable or printable Flyers concerning scheduled trips or other events are easily accessible for members. If flyers are not provided, pages should be layed out with printing in mind.	2	
	4.1	Pages load quickly and are not slowed down with animations, flash objects, large photo files, or other loading issues.	3	

Presentation	4.2	Readability: the content is free of typos and errors in grammar, avoidance of full width pages containing only written materials, the use of columns is done with the reader in mind, white space is used for enhancement and organization, and an appropriate font has been used to make reading as easy as possible.	3	
	4.3	Navigation process /implementation of links (links should be used as an enhancement of available resources and not as a replacement of written content. A navigation menu is provided that displays the breadth and depth of the site in an easy to read and use manner. A search tool may be present to support navigation.	4	
	4.4	Page structure includes links that all work and open in a new page and do not draw the viewer way from the club site. Appropriate page titles and subtitles on visible each page and pages are an appropriate size to minimize scrolling more than a few inches.	3	
	4.5	A consistent and dependable posting schedule is used to ensure timely postings and membership trust of the site as a reliable and comprehensive resource.	2	
Bonus	5.1	Supplemental publications (email bulletins or reminder bulletins, or any digital publications sent to members besides printed newsletters.)	5	
		Total	100	