

### ASCE OUTSTANDING SECTION & BRANCH WEBSITE AWARD

#### 2024 EVALUATION CRITERIA

Very large Sections and Branches: >4,000

Large Sections and Branches: 1,501-4,000

Medium Sections and Branches: 501-1,500

Small Sections and Branches: <501

SECTION A – Web Format and Navigation:

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Ease of navigation,** i**ntuitive and consistent navigation – findability of content** | **0-8 pts.** |  |
|  | **Proper use of ASCE logo, names and branding at local, regional and Society level** | **0-5 pts.** |  |
|  | **Appealing visual design, effective use of space/logical layout of all pages and files on the site.** | **0-5 pts.** |  |
|  | **Effective use of graphics/banners to transition between pages.** | **0-4 pts.** |  |
|  | **Clear consistent style** and formatting on the website (same header fonts for each section, links should be referred to in a consistent manner, and pictures should be uniformly sized). | **0-4 pts.** |  |
| **Total:** |  | **26 maximum pts** |  |

SECTION B – Web Content and Accuracy:

|  |  |  |  |
| --- | --- | --- | --- |
|  | Articles are relevant to a large cross section of members | **0-3 pts.** |  |
|  | Most important/newsworthy articles are featured on home page in a clear and catchy message. | **0-3 pts.** |  |
|  | Local, Regional and Society issues addressed in website content. | **0-3 pts.** |  |
|  | Cross promotion (e.g. links student chapters, younger members, institutes, local committees) - no more than 1 point per link and maximum of 3 pts total). | **0-3 pts.** |  |
|  | Contains a calendar of upcoming events within the Section, Branch or other adjacent Sections and Branches. | **0-7 pts.** |  |
|  | Includes listing of local officers & committee chairs. | **0 -3 pts.** |  |
|  | Recognition of local members (e.g., award winners, scholarship winners, life members, etc.) within the current ASCE year. | **0-3 pts.** |  |
|  | Membership information for new members and member benefits. | **0-5 pts.** |  |
|  | Feedback page with pertinent contact information (i.e., generic email address) or comments directed to Section/Branch leaders. | **0-4 pts.** |  |
| **Total:** |  | **34 maximum pts** |  |

SECTION C – Special Features and Interaction:

|  |  |  |  |
| --- | --- | --- | --- |
|  | Timeliness of information (current within past 6 months). | **0-5 pts** |  |
|  | Local career opportunities including but not limited to job listings and career ladders and opportunities within the Civil Engineering Profession. | **0-5 pts** |  |
|  | Special events, projects, or initiatives highlighted (e.g. report card, history or heritage landmarks or destinations, bridge contest). | **0-5 pts** |  |
|  | Member interaction through links to social media sites, blogs or interactive messages. | **0-5 pts** |  |
|  | Bonus points for innovative or creative components of the website that provide additional value to members. | **0-5 pts** |  |
|  | Website accessibility - Subtract points if the website is down during repeated judging attempts. (Please notify the Global Geographic Services Department if a website is repeatedly down.) | **Subtract 10 pts** |  |
| **Total:** |  | **25 maximum pts** |  |