



National Association of Rocketry Web Site Excellence Award

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August 2010

National Association of Rocketry Web Site Excellence Award

- Basis
 - Provide a National Recognition program for sections that support a web site
- Objectives
 - Create a recognition program similar to the Newsletter recognition program
 - Be fair to all sections across the organization
 - Judge using a scoring system that scores both quantitative and subjective opinion based judging
 - Provide detailed tools to allow for multiple judges to evaluate sites

National Association of Rocketry

Web Site Excellence Award

- Criteria
 - Standard Elements of Success
 - Visual and technical creativity
 - Content
 - Up to date information
- Elements of Success
 - Section Name
 - Location of field
 - List of activities and events
 - Schedule w/dates & time
 - Map/Directions
 - Contact info
 - Load in reasonable time
 - broken links
 - Link to NAR web site
 - Listed on the NAR web site
 - Spam resistant
- Visual and Technical Creativity
 - Easy of navigation
 - Visual Impact
 - Use of pictures, videos, and graphics
 - Appropriate pictures
 - Colors
 - Special effects
 - Technical function
 - Appropriate use of sounds
- Content
 - Description of field
 - Waiver expectations
 - Is the field kid friendly
 - Vendors listed
 - About the field
 - Prices of activities/launch fees
 - Membership information
 - Launch reports
 - Rocketry related articles
 - Safety information
 - Design and scale data
 - Where to obtain parts/ motors links
 - Rocketry Educational Links/Materials
 - Other rocketry clubs
- Up to date information
 - Updated regularly

National Association of Rocketry Web Site Excellence Award

- Data Collection
 - Judges will complete their score sheets for each web site listed on the NAR Sections page.
 - Date will be reported to the National Sections Chairman on the Excel Score Sheet
 - All Scores for each section will be averaged for the period audited. The annual score will be the average of the 3 audit periods each year.
- Judges
 - Audits will be completed by 3 to 4 judges from across the country each October, February and June
 - Judges cannot score any sections they are members of.
 - At least 2 judges must complete score sheets for any section for each audit
 - Judges must audit all sections except their own in each audit. Judges may change for each audit but cannot split up sections between judges. There are subjective parts of this judging process
 - Judges must commit an average of 15 minutes of time for each web site judged
 - Judges must have access to the internet by a web browser and have access to and the ability to use Excel to participate

National Association of Rocketry Web Site Excellence Award

- Awards
 - Presented each year at NARAM by the National Sections Committee Chairman
 - 1st thru 4th place will be awarded with awards provided by the Committee
- Web page burst
 - The winners earn the right to post their award results on their web page with the appropriate thumbnail that is provided
- NAR Web Site
 - Winners will be posted on the NAR web site



NAR Section Web Page Judging Form

Judge:

| | | | | | | | | | |
|--|---|---|---|---|---|---|---|---|---|
| | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
|--|---|---|---|---|---|---|---|---|---|

 Date:

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| | | | | | | | | | |
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•Criteria

- Standard Elements of Success
- Visual and technical creativity
- Content
- Up to date information

| | Points | Points | Points | Points | Points | Points | Points | Points | Points | Points |
|--------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Total Score | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Score | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Score | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Score | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Grand Total: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

Green fields are calculated fields
 Enter score in White fields only

•Elements of Success

- Section Name
- Location of field
- List of activities and events with date & time
- Map/Directions
- Contact info
- Load in reasonable time
- no broken links
- Link to NAR web site
- Listed on the NAR web site
- Spam resistant

Section Number:

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|----------------|--|--|--|--|--|--|--|--|--|
| 1 point | | | | | | | | | |
| 1 point | | | | | | | | | |
| Up to 3 points | | | | | | | | | |
| 1 point | | | | | | | | | |
| up to 2 points | | | | | | | | | |
| 1 point | | | | | | | | | |
| 1 point | | | | | | | | | |
| 1 point | | | | | | | | | |
| 1 point | | | | | | | | | |
| 1 point | | | | | | | | | |

0 to 2 points, subtract a point for every broken link
 Is there an easy to find NAR.org link
 This is a given as the link used is the link on the NAR web site.
 Does your spam catcher flag anything bad on the page?

•Visual and Technical Creativity

- Easy of navigation
- Visual Impact
- Use of pictures, videos, and graphics
 - Appropriate pictures
 - Colors
 - Special effects
- Technical function

| | | | | | | | | | |
|-----------------|--|--|--|--|--|--|--|--|--|
| Up to 10 points | | | | | | | | | |
| Up to 10 points | | | | | | | | | |
| Up to 8 points | | | | | | | | | |
| Up to 2 points | | | | | | | | | |

Is the site intuitive and easy to use.
 Doe the site have coordinated colors and a positive visual impact on its users.
 Are photos and other graphice being used.

•Content

- Description of launchg field
- Waiver expectations
- Describe type of flyers - Is the field kid friendly
- Prices of activities/launch fees
- Membership information
- Rocketry related articles
- Safety information
- Design and scale data
- Where to obtain parts/ motors or vendor links
- Rocketry Educational Materials/Links
- Other rocketry clubs

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|----------------|--|--|--|--|--|--|--|--|--|
| Up to 3 points | | | | | | | | | |
| Up to 3 points | | | | | | | | | |
| Up to 3 points | | | | | | | | | |
| Up to 2 points | | | | | | | | | |
| Up to 3 points | | | | | | | | | |
| Up to 3 points | | | | | | | | | |
| Up to 3 points | | | | | | | | | |
| Up to 3 points | | | | | | | | | |
| Up to 3 points | | | | | | | | | |
| Up to 3 points | | | | | | | | | |
| Up to 3 points | | | | | | | | | |

How well was the field information provided.
 How well was the waiver information provided.
 How well does the site provide flyer information
 Is the pricing information available for launches
 Is it easy to find the membership information.
 Are there articles covering rocketry related news or information
 Are there references to safety available.
 Are design and building resources available
 Are resources available for obtaining parts and motors
 Are there other rocketry groups listed on the site.

•Up to date information

- Site updateed
- Event reports

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|-----------------|--|--|--|--|--|--|--|--|--|
| Up to 20 points | | | | | | | | | |
| Up to 3 points | | | | | | | | | |

Subtract a point for each week that there has not been an update on the main page
 0 to 5 points based on when the last update was made on an event report.