



2017 STATE ASSOCIATION WEBSITE OF THE YEAR JUDGING CRITERIA & PROCESS

THE PROCESS:

- The Website Nomination Form must be submitted to the OAA office by **December 18, 2016** in order to qualify for participation. Nomination forms may be mailed, faxed or emailed to Chris Allen, OAA Executive Director. Any OAA member in good standing may submit the nomination on behalf of a State Association. Only one nomination is necessary for consideration of the award.
- There will be three judges. Each judge will review the nominated websites. The judges will be appointed by the State Leadership Committee Chair (No judge may participate if representing an association entered in the competition).
- Numerical values from 1 – 10 will be assigned to each category being judged. Each of the 10 categories receives equal weight in the website's overall score.
- The numerical score from each category will be combined to create the overall score. The overall score from each judge will be tallied together to create the final score for the website. The maximum score for each website is 100 points.
- If there is a scoring tie, the OAA Executive Director will cast the winning vote.
- The judges' decision is final and the scores will not be provided to the participants.

THE SCORING CRITERIA:

- Professional quality and appearance (10 Points)
 - Free of obvious spelling, date, and grammar errors
 - Stimulate reader interest
 - Balance and careful use of white spaces and graphics/pictures
- Organization of information (10 Points)
 - Logical flow

- Grouping of web pages
- Easy to find what you were looking for
- Readability (10 Points)
 - Free of spelling, punctuation, and grammar errors
 - Clear and concise writing
 - Informative and entertaining writing
 - Easy to navigate
- Content (10 Points)
 - Focused on achieving the association's mission
 - Up to date information and relative to its membership
 - Recognition of member and association achievements
 - Promotion of the understanding of your association's programs, promotions, and policies
 - Does the website remember who its audience is?
- Website contact information (10 Points)
 - Association contact information
 - List of association staff and board of directors
 - How to contribute articles or information for the website
- Opticians Association of America affiliation information (10 Points)
 - Promotion of your association's affiliation with OAA
 - Promotion of the Honored Fellow Dual membership
- Publishing of the association's sponsors/supporters (10 Points)
- Membership meeting information – date, time, location, contact information (10 Points)
- Ability to attract new members and inspire members to get involved (10 Points)
 - Ability to attract new members and/or sponsors
 - Inspiration of current members to get involved
 - Explanation of how to get involved or join
 - Calendar or listing of events for members to attend
- Contribution to Opticianry (10 Points)
 - Does the newsletter go beyond the interest of the association
 - Promotion of the opticianry industry in a positive way
 - If a non-optician reviewed the website, would they feel positive about the opticianry profession?
 - Promotion of professionalism within the industry



3740 Canada Road
Lakeland, Tennessee 38002
(901) 388-2423 • F (901) 388-2348
chris_allen14@att.net

2017 STATE WEBSITE OF THE YEAR NOMINATION FORM

State Association: _____

Website Address: _____

Nominated By: Name: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Email:** _____

How are you an OAA Member (check correct box/boxes)?

- | | |
|---|--|
| <input type="checkbox"/> Member through State Affiliation | <input type="checkbox"/> Individual Member |
| <input type="checkbox"/> Honored Fellow | <input type="checkbox"/> Guild Member |
| <input type="checkbox"/> Firm Member | <input type="checkbox"/> Student Member |
| <input type="checkbox"/> Corporate Member | |

SUBMISSION DEADLINE DECEMBER 18, 2016