

# Website Contest Evaluation Form (Created 11/2008)

**Local Affiliates:** If applicable submit to your state office in accordance with state deadlines.  
**State Associations:** Submit to the National FFA Alumni Office, 6060 FFA Drive, PO Box 68960, Indianapolis, IN 46268-0960.  
 To be judged all entries submitted to National **must** be postmarked by **July 1** & website active at time of submission.

FFA Alumni Affiliate \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Name \_\_\_\_\_ Phone \_\_\_\_\_

Website URL: \_\_\_\_\_

RATING: Gold \_\_\_\_\_

(Regional Winners selected from the gold ratings,  
National Winner selected from Regional Winners)

Silver \_\_\_\_\_ Bronze \_\_\_\_\_

**FACTORS CONSIDERED IN EVALUATION:**

	TOTAL POSSIBLE POINTS	POINTS AWARDED
<b>1. Technical Merit - 20 points</b>		
a. All Links and Images Active & Live	5	
b. Spelling, Punctuation & Grammar	5	
c. Sentence Structure/Organization of Thoughts	10	
<b>2. Originality - 20 points</b>		
a. Content Interesting & Engaging	10	
b. Specific Affiliate Information (Dates, events, photos, etc.)	10	
<b>3. Usefulness - 20 points</b>		
a. Ease of Navigation	10	
b. Relevant, Helpful Information	10	
<b>4. Current Information - 20 points</b>		
a. Up-to-Date Information	20	
<b>5. Design Optimization - 20 points</b>		
a. Creative use of Graphics & Images	5	
b. Use of Links	5	
c. Layout & Color Scheme	5	
d. Reflects FFA Alumni branding	5	
<b>TOTAL</b>	<b>100 points</b>	

**Please complete the following and obtain appropriate signatures.**

- 1) Who is your target audience? (25 words or less):
  
- 2) What methods do you implement to direct traffic to your website?
  
- 3) Estimated Viewing Audience (if # of hits is known):
  
- 4) Is website maintenance/hosting done by position appointment (example: Reporter) or by individual (example: member with web experience and skills)?

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Local FFA Alumni President

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State FFA Alumni President or Executive Director

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Local FFA Advisor

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Date Submitted