

2011 AFMS Web Site Contest—Score Sheet

IMPORTANT: Use Adobe Reader v. 9 for filling in the blanks in this form. It allows you to make changes later if necessary.
URGENT: Judges and contestants must read and understand the **Contest Score Sheet Guidelines** for details on each item.

Club Name: _____ Webmaster Name: _____
 City (or County): _____ State(s): _____ URL: http:// _____
 Regional Federation(s): CFMS EFMLS MWF NFMS RMFMS SCFMS SFMS

- A. Site will be **DISQUALIFIED** if any of the following information is not easily found on Home Page.
 Club name, Club city, and state (or states), or county and state if club is not associated with a city
- B. Site will be **DISQUALIFIED** if contact information is not found on the Home Page, Contact, About, or similar.
 Contact information must be at least an e-mail address or a submit form. Any phone number **MUST** have the area code.
- C. Site will be **DISQUALIFIED** if there are any apparent copyright violations.

	<u>Max Points....</u> <u>Deducted</u>
1. Regional Federation Information (Maximum points – 4)	
A. Affiliation mentioned	1 point..... _____
B. Regional Federation name listed (full name spelled out)	1 point..... _____
C. Regional Federation logo (writing on it must be legible, or no point awarded)	1 point..... _____
D. Regional Federation link (must work)	1 point..... _____
2. American Federation Information (Maximum points – 4)	
A. Affiliation mentioned	1 point..... _____
B. AFMS name listed (full name spelled out)	1 point..... _____
C. AFMS logo (writing on it must be legible, or no point awarded)	1 point..... _____
D. AFMS link (must work)	1 point..... _____
3. Vital Information (Maximum points – 23)	
A. Club Mission or purpose statement	5 points _____
B. Regular meeting(s) date, time, and location—info no more than one click away from home page	5 points _____
C. Statement concerning whether visitors are welcome at meetings—info must be easily found	3 points _____
D. Youth programs or youth participation—easily found (if very active program, award more points in #7)	2 points _____
E. Webmaster contact information (functional e-mailing capability or a submit form is available)	4 points _____
F. Working e-mail or a submit form can be directed to main club contact with good response time	4 points _____
4. Membership (Maximum points – 14)	
A. Membership application form	4 points _____
B. Membership benefits—a comprehensive list in a single location—easily found	5 points _____
C. Information for members (completeness of shop information, newsletters, meeting programs, etc)	5 points _____
5. Functionality (Maximum points – 18)	
A. Web site menu links all function properly	4 points _____
B. Web site is keyword searchable	2 points _____
C. Keywords are part of the HTML source code helping the Web site to be found by search engines.	2 points _____
D. Ease of navigating Web site	4 points _____
E. In case of broken link, webmaster’s e-mail or a submit form is available on the Links page	3 points _____
F. Links to relevant Web sites (other clubs; gem, mineral, and fossil-related sites)	3 points _____
6. Completeness and quality (Maximum points – 27)	
A. Main pages appear up-to-date, emphasis on rocks and minerals, etc. (not officer list or similar)	3 points _____
B. Use of club logo	3 points _____
C. Common information on pages (Club name, URL, etc.)	3 points _____
D. Easy readability (good contrast, consistency of font type and size, font size easy to read)	4 points _____
E. Literacy—Consistently correct spelling and grammar throughout Web site	4 points _____
F. Good use of graphics (including size—overly large graphics load slowly)	3 points _____
G. Site domain is registered and property of the club (www.ourclub.org)	1 point..... _____
H. Information fulfills needs of Web site visitors	5 points _____
I. Overall appearance and attractiveness	5 points _____

Total Deductions (from 94) = _____ **Score Subtotal** (perfect score so far would be 94): _____

7. Outstanding features going above and beyond the norm (Specify—complete show info, great youth program, community service info, additional links, workshops, field trips, etc., etc.) (Note: Default points = 0) 10 points + _____

Total Possible Points: 104 **Total Score:** _____

Judge: _____ **Date:** _____

Browser(s) Used by Judges: Microsoft Internet Explorer v. _____ Mozilla Firefox v. _____ Other _____ version _____
Operating System(s) Used by Judges: Microsoft Windows ver _____ Macintosh ver _____ Unix ver _____ Other _____ v. _____

