

NJCL Website Contest Rubric 2025-2026 <i>Any questions? Email commcoordinator@njcl.org</i> All updates/additions from last year are highlighted in yellow.	
Detailed Coverage of Chapter Activities	Points
Detailed Description of Chapter Events/Activities: All events should be well documented, providing clear information on chapter activities. • <u>0-10 points</u>: nothing to limited • <u>10-20 points</u>: detailed	20
Relevant Photos: Photos should be indicative of specific chapter activities. Captions/descriptions are highly recommended for clarity, but each photo does not have to be captioned. A general caption for an entire set of photos is acceptable. For local websites, there should be no last names for students. Written and visible credit must be given to the photographer for all new photos added and especially for photos taken by someone outside of the State/chapter JCL (ex. public NJCL convention photo sharing folder). • <u>0 points</u>: no photos • <u>1-10 points</u>: website primarily has irrelevant or non-contextualized photos • <u>10-20 points</u>: chapter activities are accurately represented in captioned photos	20
Total Points	40
Content	Points
Event Information: Dates and details for events should be available either through calendar or event listings. Events should be updated and relevant to the 25-26 JCL year. Details for the event should adequately describe the activity to external viewers. • <u>0-5 points</u>: calendar/event list is available, but not necessarily detailed nor updated • <u>5-10 points</u>: calendar/event list is detailed and updated	10
Chapter Forms & Information: Forms (membership, event, etc.) and other information encouraging participation in chapter activities should be readily visible.	10
External Resources: This should include related external JCL and classical sites. If applicable, this should also include useful, readily visible links to the chapter's external social media pages.	10

Spelling, Grammar, and Quality of Writing: Spelling and grammar errors should be minimal. All content on the website should be written in a professional manner. • <u>0-5 points</u>: several spelling/grammatical errors • <u>5-10 points</u>: minimal spelling/grammatical errors and professionally written content	10
State Officer and Chair Information: No one will be penalized if student names do not appear on local websites, but they should be on state websites. Both groups should include creative officer profiles and basic state chair information. • 0-5 points: basic officer and state chair information including name and email (local: list of office titles and responsibilities) • 5-10 points: creative officer profiles and basic state chair information (local: may use titles or first names only)	10
Minutes: Minutes should be easily available on the website. • <u>0-5 points</u>: some minutes posted and comprehensible • <u>5-10 points</u>: most minutes posted and comprehensible with relatively consistent style/format	10
Archives: States may include information on past officers, convention sites and dates, newsletters, exams, contests, photos, etc. Local chapters may include officer titles, events run or attended, newsletters, community service days, photos, etc.	10
Total Points	70
Design	Points
Design Aesthetics: The design uses a combination of formatting, color scheme, and fonts to make the website visually pleasing but not distracting. • <u>0-5 points</u>: basic template/layout with little variation • <u>5-15</u>: uses creative design concepts beyond a basic template	15
Effectiveness of Design: All information on the website should be organized effectively and be easy to access. • <u>0-5 points</u>: access/navigation of content is very difficult • <u>5-15 points</u>: information is accessible, although may not be organized effectively • <u>15-20 points</u>: information is readily available and organized in an intuitive fashion	20

Consistency of Design: The entire website follows a similar design pattern.	5
Total Points	40
Technical Execution	Points
Feature Functionality: The website should not contain significant broken links or coding errors. ● <u>0-5 points</u>: severely inhibiting broken links/coding errors ● <u>5-10 points</u>: minimal issues with broken links/coding errors	10
Responsive Design: The website automatically resizes itself despite changes in the size of the browser's window.	5
Resolution Independence: The website remains at a quality resolution regardless of zooming in or out (to a reasonable extent).	5
Mobile Compatibility: The website is easily accessible and navigable online. Being on a mobile device should not be a hindrance to being able to use the website.	20
Page Seamlessness: All content loads quickly, and pages do not lag as a result of coding malfunctions or design errors.	10
Total Points	50
GRAND TOTAL	200

Website Contest - Currency Evaluations

5	● Demonstrates an excellent balance of quality and quantity in updates. ● Describes each update thoroughly (preferably including a direct link to each change/addition).
2 to 4	● Demonstrates an adequate balance of quality and quantity in updates. ● Describes each update adequately and includes a link to or a description of the correct page for the update.
1	● Offers little or no description of changes.
0	● No changes for the month.

Currency will NOT be accepted later than 11:59 PM (Eastern Time) on the 1st of the following month (e.g. October 1st for September). If currency points are submitted later than this date, one point will be deducted for each day late. If the submission is more than 4 days late, it will be counted for the following month's currency.

Each entry to the contest will be eligible to earn five (5) points per month for the months of September through March for a total of 35 points.