

Rubric for Best District Web site Practices

Please choose a number 1-5 for each of the following selection criteria .

(1 = Poor, 2 = Not-So-Good, 3 = Average, 4 = Good, 5 = Excellent).

Then we will be able to select the 15 finalists for the best District Web sites, according to the highest scores.

District Web Address: _____

Your Name: _____

Section 1: Design

A: Look and Feel: How good does the Web site look?

1 2 3 4 5

B: Navigation: How easy is it to navigate and find what you're looking for?

1 2 3 4 5

C: Attractiveness: How visually appealing is the site?

1 2 3 4 5

D: Wow Factor: How well are educators using their resources to create a functional Web site with important information? Does it wow us?

1 2 3 4 5

E: Searches, Site Maps: Can you find everything you're looking for?

1 2 3 4 5

F: Organization: Is the site organized in a logical way?

1 2 3 4 5

G: Layout: How well does the district use the space?

1 2 3 4 5

Section 2: Content

A: Quality: How well-written is the content?

1 2 3 4 5

B: Purpose: Is there a clear mission? Does it give you a reason to return?

1 2 3 4 5

C: Comprehensiveness: Is there any missing content?

1 2 3 4 5

D: Recent Updates: Can you tell that the content of the site is fluid and not stagnant?

1 2 3 4 5

Section 3: Overall

A: Helpfulness: How helpful is the site to students? Parents? Community?

1 2 3 4 5

B: Web 2.0: How interactive is the site?

1 2 3 4 5

C: User Friendliness: How easy is it to use? How simple is it?

1 2 3 4 5

D: Creativity & Distinctiveness: How strong of an impression does the site leave?

How original is it?

1

2

3

4

5

Section 4: Additional Comments

Please note here additional comments you have about the District Web site.

Total Score: