

Rubric for NCLCA/LSCHE Web Site Award Criteria [106 pts possible] rev. 2009.04.27				
	Average	Better than Average	Ideal	Points Awarded (circle one)
Appearance: Home Page				50 possible
General Appearance (1, 3, 5 pts)	Hard to follow, very cluttered, very garish, unprofessional	Cluttered, glaring, too much, less professional	Clear, clean look, not cluttered, professional	1 3 5
Name of Center (3 pts.)	N/A	N/A	on Home Page	3
Mission Statement (3 pts)	N/A	N/A	on Home Page or as link	3
Program & Services list (3 pts)	N/A	N/A	on Home Page or as link	3
Pictures of Students (1 pt)	N/A	N/A	on Home Page or as link	1
Staff information (1, 3, 5 pts)	on Home Page/link: (any one) photos, bios, or subjects	on Home Page or link: (any two) photos, bios or subjects	on Home Page or link: photos or bios or subjects	1 3 5
Floor plan of the Center (1, 3 pts)	on Home Page or link to some pics of center	N/A	on Home Page or a link to a floor plan or picture tour	1 3
Institutional Identification (1, 3, 5 pts)	on Home Page/link: (any one) institutional name, location (city & state), a link to it	on Home Page/link: (any two) institutional name, location (city & state), a link to it	on Home Page/link: (all) institutional name, location (city & state), and a link to it	1 3 5
Link from Institution to Center (1, 3 pts)	Anywhere on Institution website, Center Name and a link to it		On Institution Home Page: Center Name and a link to it	1 3
Announcements (new/updated information) (1, 2 pts)	N/A	on Home Page or as link; outdated or fixed	on Home Page or as link; Current and changing	1 2
Site Map Link or a site-specific Search Function available to easily find anything on the website (3, 5 pts)	An alpha list or subject list of everything on the web site or a search box to be filled in by viewer - some are outdated or not working	N/A	A current and working alpha list or subject list of everything on the web site or a search box to be filled in by viewer	3 5
Uses alt labels with graphics or text based option available. Run your mouse over a graphic or two to see what the graphic says (1, 3, 5 pts.)	Some graphics have an alt label, many do not have an alt label	Most graphics have an alt label, one or two graphics w/o label	Alt labels working on all graphics or has working Text-based option available	1 3 5
Webmaster Feedback mailto (1, 3 pts)	N/A	provides a mailto: link to the webmaster w/o name	Gives webmaster name not just webmaster@...	1 3

Date of Last Update (1, 2 pts)	N/A	not the home page or is more than 6 months old	On the home page, and is less than 6 months old	1	2
Site counter indicating number of viewers (2 pts)	N/A	Not on the home page	On the home page	1	2
Appearance: All Pages				25 possible	
All links functional. Click on all links to insure that they are functioning. (1, 3, 5 pts)	Some links are functioning correctly, many do not	Most links are functioning correctly, one or two are not	All links are functioning correctly	1	3 5
Relevant/appropriate graphics (2, 5 pts)	Some appropriate graphics, but there may be too many graphics, or graphics distract from content, or graphics are not professional or appropriate	N/A	All graphics used are appropriate and professional and add to the page and information presented and are relevant	2	5
Uses correct spelling, grammar, punctuation (2, 5 pts)	Most spelling, grammar, and punctuation throughout site is correct (only a few errors found)	N/A	All spelling, grammar, and punctuation throughout site is correct	2	5
General Appearance (1, 3, 5 pts)	Hard to follow, very cluttered, very garish, unprofessional	Cluttered, glaring, too much, less professional	Clear, clean look, not cluttered, professional	1	3 5
Uses alt labels with graphics or text based option available. Run your mouse over a graphic or two to see what the graphic says (1, 3, 5 pts.)	Some graphics have an alt label, many do not have an alt label	Most graphics have an alt label, one or two graphics w/o label	Alt labels working on all graphics or has working Text-based option available	1	3 5
Content				31 possible	
Welcome message from director (2, 3 pts)	N/A	on any page of the site w/o photo of director or staff	on any page of the site with photo of director or staff	2	3
Photos of center (2, 5 pts)	Some are clear, quick-loading, relevant and appropriate photos of center, one or more are not	N/A	All are clear, quick-loading, relevant and appropriate photos of center	2	5
Links to other institutional support services (0,2,5 pts)	None or broken links to other support areas of the campus (i.e., tutorial center if separate; counseling, disability resources, other academic support programs)	One or two working links to support areas of the campus (i.e., tutorial center if separate; counseling, disability resources, other academic support programs)	Three or more links to support areas of the campus (i.e., tutorial center if separate; counseling, disability resources, other academic support programs)	2	5
Links to external learning support web	Has many broken links to web	Has many links and a few are	Has many links to web sites,	1	3 5

sites (1, 3, 5 pts)	sites that are appropriate to the programs of a center. Generally, web sites should be linking to study skills/strategies web pages.	broken or only has two or three links to web sites (all working) that are appropriate to the programs of a center. Generally, web sites should be linking to study skills/strategies web pages.	all working, that are appropriate to the programs of a center. Generally, web sites should be linking to study skills/strategies web pages.	
Evidence of support for online courses/students. Working links are very important to online students (0, 3, 5 pts)		Has only one or a few links (all working) to support specifically designed for online students. Links should name or address online (or distance) students. May include online tutoring and resources, links to online departments, or online registration.	Has many working links to support specifically designed for online students. Links should name or address online (or distance) students. May include online tutoring and resources, links to online departments, or online registration.	3 5
Any innovative web activity such as link to alumni, high schools, etc (1, 3 pts)	Planned or pilot activity which is innovative and supports student learning through the center.		Established activity described which is innovative and supports student learning through the center	1 3
History of the center (3, 5 pts)		Brief history	Detailed history of center and may include photos or links	3 5