

# 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:**