

Distinguished Website Award

A. Description

- a. This competition is intended to recognize clubs with creative, informative, and functional club websites.

B. Entry Requirements

- a. A club must submit its website to the Technology Producer by December 15th of the current year. Email techproducer@tokeyclub.com the club website URL with the subject line "School Key Club Website". New chartered clubs that would like to be considered for the Distinguished Website Award may submit their link within 30 days of their charter. No submissions will be accepted after March 15th.
- b. Successfully submitting the club website to be linked to the district website will effectively enter the club for this competition.

C. Rules

- a. By maintaining the standards listed below and by scoring the indicated amount of points, each club can attain Distinguished Website honors.
- b. A club's website must not have any illegal material or material of an offensive nature, including, but not limited to, inappropriate text, graphics, or the like.
- c. Any website submissions without the following criteria will be disqualified:
 - i. School name (Key Club name)
 - ii. Region and division number
 - iii. The Key Club International logo
 - iv. The Texas-Oklahoma Key Club District logo
 - v. An updated calendar with listed upcoming Key Club events
 - vi. Sponsoring Kiwanis Club contact information (if there is a vacancy of a sponsoring Kiwanis Club, the Texas-Oklahoma District shall be named as the sponsor)
 - vii. Link to the district website (tokeyclub.com) and Key Club International website (keyclub.org)
 - viii. A listing of officers COMPLETE with name, position, graduation year, and email address
 - ix. Name and contact information for the division's Key Club Lieutenant Governor, unless the office is vacant

- x. Name and contact information for all of the T-O District Staff members
- xi. Listing of any club social media or online platforms (i.e. Google Classroom, Remind, Instagram, etc.)
- xii. A photo gallery
- xiii. An informational page listing the motto, mission statement, core values, pledge, and objectives of Key Club International
- xiv. Link to monthly newsletter
- xv. Link to monthly meeting presentations and minutes
- d. Websites must use at least 3 Key Club International Brand Guide colors. Webmasters may use T-O Key Club Brand Guide colors optionally.
- e. Websites must use at least 2 Key Club International fonts. Use of Brand Guide alternative fonts is permitted.
- f. There must be at least five new photos published each month.
- g. Website must be educational and promotional at the club level.
- h. The web site must be developed and maintained by a Key Club member.
- i. A club must update its website AT LEAST monthly. Evidence must exist showing an update (simply changing calendar information does NOT suffice).

D. Scoring/Judging

- a. Judging will be based upon the following criteria:

CRITERIA	POINTS
Content	60 points
Creativity	15 points
Ease of Use/Formatting	10 points
Use of Brand Guide	10 points
Photos	5 points

- b. Each club's website will be checked once a month for updates. Non-updated sites will receive a score deduction of 10 points on its overall score for every month it is not updated. Assume the first of

the month as an update deadline (starting with October 1st of the current Key Club year).

- c. This contest will be judged by the Tech Producer (techproducer@tokeyclub.com).
- d. All club websites that maintain the above listed standards and score 80 points (out of 100) shall receive distinguished website honors at the district convention. The top 3 scoring clubs shall receive special recognition.