

Distinguished Website Award Rubric

CRITERIA	Distinguished	Proficient	Apprentice	Novice
Content	<p>Website is educational and promotional, updates at least monthly with relevant content.</p> <p>60 points</p>	<p>Website is somewhat informative, inconsistent updates</p> <p>30 points</p>		<p>Website is not informative, infrequent updates</p> <p>0 points</p>
<p>Any website submissions without the following criteria will be disqualified:</p> <ul style="list-style-type: none"> ● School name (Key Club name) ● Division number ● The Key Club International logo ● Contact information for the division's Key Club Lt. Governor, ● An updated calendar with listed upcoming Key Club events ● An informational page listing what Key Club is and does ● 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) ● Link to the district website ● Link to the KeyClub International website ● A listing of officers COMPLETE with name, position, graduation year, and email address ● Listing of any club social media or online platforms (i.e. Google Classroom, Remind, Instagram, etc.) ● A photo gallery ● An informational page listing the motto, mission statement, core values, pledge, and objectives of Key Club International ● Link to monthly newsletter ● Link to monthly meeting presentations and minutes <p>0 points</p>				

Creativity	Creativity was shown throughout all aspects of website 15 points	Some creativity was shown throughout website 8 points	Lack of creativity, website was not interesting or eye catching 0 points	
Ease of Use / Formatting	Website is formatted in a way that is very easy to use, no difficulty navigating, includes navigational tabs to easily locate materials/information, includes links to social medias and emails 10 points	Website is formatted in a way that is somewhat easy to navigate, layout may be confusing 6 points	Website is formatted decently, difficult to navigate, missing links 3 points	Website is difficult to navigate, unorganized, and has a poor layout 0 points
Use of Brand Guide	At least two Key Club International Brand Guide colors and one Brand Guide font (or alternative) were used in the graphic(s). 10 points	No use of brand guide 0 points		
Photos	At least 5 photos of meetings, service events, etc must be uploaded to the photo gallery. Photos can be same as Instagram 5 points	Less than 5 photos uploaded to gallery 3 points	No photos uploaded to gallery 0 points	
Entry Name or Number:			Total:	