



## 2009 MassCUE Webbie Awards Scoring Rubric

	<b>1 Needs Improvement</b>	<b>5 Satisfactory</b>	<b>9 Exemplary</b>
<b>Ownership</b>	Not regularly updated or developed/maintained by an external third party.	Regularly updated by school district staff or designated volunteers	Regularly updated by school district staff who are designated as webmaster(s)
<b>Disclosure</b>	Does not clearly identify the name of the district, school or class and/or does not include contact information and/or does not indicate when site/page was last updated	Clearly identifies the name of the district, school or class, includes contact information and indicates when site/page was last updated and includes some general disclosure statement regarding content	Clearly identifies and shares information about the district, school or class, includes contact information and opportunities for feedback, indicates when site/page was last updated, includes privacy and terms of use statements, and a disclaimer regarding links to educationally viable commercially developed content
<b>Audience</b>	Does not demonstrate an awareness of its audience(s) including age, reading level, needs and interests	Demonstrates awareness of its audience(s) including age, reading level, needs and interests	Demonstrates awareness of its audience(s) including age, reading level, needs and interests by providing a section of the site for each
<b>Content</b>	Contains commercial links, ads or endorsements or other content inappropriate for its audience(s)	Contains no commercial links, ads, endorsements or other content inappropriate for its audience(s)	Contains no commercial links, ads, endorsements or other content inappropriate for its audience(s); includes links to appropriate educational resources and items of interest to the school community
<b>Functionality</b>	Does not make use of interactive tools or functions	Makes use of interactive tools or functions on the site to customize each visitor's experience	Makes use of interactive tools or functions on the site to customize each visitor's experience and promote learning, sharing of information and feedback

<b>User Interface</b>	Difficult to move from page to page and find resources and/or lacks navigation system and/or requires excessive scrolling and/or excessive wait time loading pages	Allows for easy movement between pages using a navigation system; pages are fast loading and resources are easy to find	Allows for easy movement between pages using a dynamic navigation system; pages are fast loading and resources are easy to find; all links are active and accurate; external links open in a new window
<b>Universal Design</b>	Utilizes design elements that obstruct the use of adaptive technologies	Utilizes design elements that allow for the use of adaptive technologies, is platform independent and does not rely on the audience having specific applications, browsers, or settings	Utilizes design elements that promote the use of adaptive technologies; is platform independent; does not rely on the audience having specific applications, browsers, or settings; documents are in PDF format; links to free readers and plug-ins are available
<b>Safety and Security</b>	Includes identifying personal staff/student information that should not be available to the general public	Includes staff and student contributions while protecting identifying and/or personal information	Includes staff and student contributions while protecting identifying and/or personal information; sensitive information is housed in secure, password-protected areas of the site
<b>Text Format</b>	Text uses multiple fonts and/or inconsistent styles and/or contains spelling, typographical or grammatical errors	Text uses a consistent font and style that is clean of spelling, typographical or grammatical errors	Text uses a consistent font and style via cascading style sheets that is clean of spelling, typographical or grammatical errors
<b>Visual Design</b>	Images are broken, take excessive time to load, and/or detract from the overall site concept	Images are appropriate and load quickly	Images are appropriate, load quickly and are of high quality in a consistent graphics format; site display size is appropriate for the screen