

## **Model A Website Award**

1. Purpose: To provide yearly recognition for the MAFCA chapters, regions, and special interest groups who have developed a website for use by chapter members and attract potential new members. The award serves to encourage webmasters to broaden and enhance the content of their websites while encouraging more chapter involvement through up-do-date information.
2. Categories:
  - a. MAFCA Chapter Website of the Year Award
  - b. Certificate of Excellence, an award of recognition
3. Judging Criteria
  - a. Content
  - b. Organization
  - c. Visual Design
  - d. Navigation
  - e. Overall Experience
4. Requirements: Webmasters must send e-mail to Chapter Coordinator asking to be considered for recognition. Will consider the year requested and succeeding years unless chapter requests that consideration by stopped. Notification can be made by e-mail or letter but not by phone. Websites would be evaluated during September and October each year for recognition at the Annual Membership Meeting in December.
  - a. Content: The website shall include such criteria as the quality and timeliness of information that is provided by the site. The content is rated for its relevance to the purpose of the site, and its ability to catch the interest of users. The ease of accessibility of obtaining information, especially in terms of consideration having been given to the varying levels of experience of the users and their degree of familiarization with navigating through websites, as well as having taken into account the range of computer equipment and connections that may be encountered.
  - b. Organization: Judge(s) will review the site for its structure and ease of navigation. The judge(s) will consist of the Chapter Coordinator and up to two others appointed by the MAFCA President. (Examples of others to be appointed would be the Webmaster liaison and MAFCA Webmaster.) The site should be structured logically, so the user knows where he or she is in the site at any given time, without having to put much effort into figuring it out. The look and feel of the site is consistent throughout and text or image links are in predicable places.

- c. Artistic and Visual Design: A site's visual design is more than graphics and color schemes. It encompasses a number of aspects:
  - Are the colors and images easy on the eyes?
  - Does the visual look of the site detract with or detract from the site's purpose?
  - Does the site convey the same impression visually as it does in words?
  - Do the choices of colors and layout attract or detract the user's attention in a pleasing way?
- d. Functionality: Functionality encompasses any portion of the site that requires or invites user interaction. This includes navigation, placement of image and text links, page layout, use of plug-ins, the length of time it takes to load a page, functioning pages, and lack of broken links.

The Judge(s) rates functionality based upon whether or not the site works; length of time to download; are there page errors, difficulties using the search tools or menus? What about the placement of text and image links? Does placement and color of links help or hinder the user's navigation? Is navigation straightforward for novice users? Are these items in the same place on every page? Is the site updated regularly?

- e. Overall Experience: Did you enjoy your experience or was the website visitation confusing and frustrating. Would you recommend the site to a friend in the hobby as being a valuable and rewarding experience? Were graphics missing, was there excessive pop-ups or areas "under construction". Is the site linked to the MAFCA website and/or other car related sites? In the course of reviewing the site, the judge(s) should send a message from a form or email address on the site. Does the site respond to them, quickly or at all? Does the judge(s) get a sense of the site's responsiveness to its users? How easy was this site to find? Does it show up in the search engines easily?

5. Awards:

A perpetual award for the Chapter Website of the Year with the name of the Webmaster and chapter shall be displayed at National Headquarters. In addition, the Webmaster of the Chapter Website of the Year shall receive a plaque. Once a website has received the Chapter Website of the Year Award, it will be eligible to receive only the Certificate of Continuing Excellence for a period of three years, after such time the Chapter will once again be eligible to compete for chapter website of the year. The Certificate of Excellence is a personalized certificate.

A blue ribbon icon will be supplied to the first place winner by the MAFCA Webmaster to put on their website's home page that says "MAFCA Web Award Winner".

6. Presentation of Awards:

The Model A Website Awards shall be announced at the MAFCA Annual Membership Meeting and shall be presented by the Chapter Coordinator. If the recipient or a representative is not in attendance at the MAFCA Annual Membership Meeting, the Award will be mailed to the recipient by National Headquarters staff.

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