Website of the Year Award Competition Guide

The application form, along with all supporting material, should be sent via email to the State Program Director at Faith-In-Action@californiaknights.org on or before April 1 to be eligible for this award.

Please Note: Winners of the three previous years are not eligible.

The Award for **Website of the Year** will be granted to the council and assembly website that exhibits exemplary qualities in their communication of local, regional and international news and information. The time frame involved is April 1 through March 30 of the award year. The committee of judges will consist of the State Program Director and the four Faith in Action Chairmen.

Please Note: The top 3 Council Websites and top 3 Assembly Websites will be recognized at the Annual California State Meeting.

Please email information about the website with a link to view during the calendar year of the award year (between April 1 and March 30), to the State Program Director along with the application form in order to be considered for this award.

Ratings Criteria

I. WEBSITE IDENTITY

   The website should establish an overall Knights of Columbus identity, easily recognized by the members who want to visit and view updated information regarding their council / assembly.

   1. Identity:
      Is your website readily recognizable as being associated with the Knights of Columbus?
   2. Style:
      Does your website attract the viewer's attention?
   3. Overall Appearance:
      Does your website look like a unified whole with some thought given to the layout of the information and graphics?

II. INTERACTIVITY AND EASE OF USE

   The website should be easy to navigate, and users should be able to find needed information within 2 clicks with minimal scrolling.

   1. Informative/Enlightening
      Does the website hold the viewers interest and attention? After visiting the site, will the viewer feel that it has been time well spent?
   2. Build Consistency:
      Does the website consider its target audience? Does the choice of content appropriately represent the values and principles of the Knights of Columbus and our Catholic faith? Is the writing/editing style consistent throughout?

III. CONTENT

The website should provide meaningful and useful information.

1. Overall Content:
   Is there a good balance between different kinds of information?
2. Inform Members of Council / Assembly Activities:
   Does the website include valuable history and stories to promote Knights of Columbus culture? Are there announcements about programs and events?
3. Inform Members of Council / Assembly News:
   Is the member kept informed of what's going on with the committees and programs? Are items from the State and Chapter included?

IV. GRAPHIC DESIGN AND INNOVATION

The website should be well designed.

1. Readability:
   Is the website easy to read with an appropriate type size and font (style)? Is there good use of the viewing screen? Is it scalable to different devices?
2. Image Enhancement:
   Does it look like the publication of a professional organization?
3. Proper Use of Photos:
   Do the photos help tell the story, or do they just fill up empty spaces? Are the photos clear and the captions legible and understandable to someone who wasn't there?
4. General Graphics Selection:
   Do the graphics add to or detract from the website? Are the formats, borders, logos, cartoons and miscellaneous graphics appropriate to the season? Is there any consideration to connect content themes to the liturgical seasons?