

Website Judging Form 2010

(The judging panel will comprise at least one person on the Web Champions team, District Public Relation Officer; and preferably an independent website developer, not necessarily a Toastmaster)

Club Name:

Date Evaluated:

Website starting points: 100

Show Stoppers: (Instant Disqualification)

- Legal and moral obligations
- Website used in a manner possible to be construed as libellous, defamatory, or otherwise damaging.
- Toastmasters logo animated or interfered with.
- 'Toastmasters' or 'Toastmasters International' used in such a way to appear to support a product or practice inappropriately.
- Domain name is a '.com' or otherwise 'commercial'.

Appearance: (25 Points)

Make sure the layout is pleasing to the eye.

- Complex Layout (-1 to -5pts) _____
- Visually jarring page elements (-5 to -10pts) _____
- Annoying 'features' that cannot be turned off (-1 to -5pts) _____
- Ugly colour/graphic scheme (-1 to -5pts) _____

Ease of use: (25 Points)

How readily users can find information.

- Difficult navigation (-1 to -10pts) _____
- Disorganised menus (-1 to -10pts) _____
- Lack of 'Back' and 'Home' links (-1 to -5pts) _____

Website Currency: (25 Points)

Is the website obviously out-of-date?

- Home page displaying non-current data (-5 to -10pts) _____
- Non-current events advertised on site (-1 to -10pts) _____
- Stale support information/documents obvious (-1 to -5pts) _____

Website Purpose: (20 Points)

Is there any doubt what the website is for? Non-Relevant data/links:

- on home page (-1 to -10pts) _____
- in navigation menus (-1 to -7pts) _____
- obvious on support pages (-1 to -3pts) _____

Other: (5 Points)

- Difficult Domain Name: (-5pts) _____

Remaining Points: _____

District 69 Club Website Competition

According to Toastmasters who are webmasters of club and District websites, over 75% of new members are now coming from people searching the internet looking for self-improvement courses, public speaking or presentation skills programmes. Sometimes they have a particular event they need to develop skills for, such as a conference or wedding. Sometimes they have a New Year's resolution to fulfil!

Toastmasters is just what they are looking for.

A club website has two main purposes:

- to attract new members, and
- to keep current members informed.

Creating a Web page for your club can be challenging and enjoyable.

Hopefully, it also will be a productive means of providing information to your club's members and prospective members.

District 69 has a Club Website of the Year Award with the announcement and presentation to be made at the Annual District Convention each year.

Clubs are still required to submit entries with:

- name and number of Club;
- contact person;
- contact details;
- full website address.

Deadline for submissions is **April 16th 2010** and should be emailed to Charlie Starrett, District PRO chasstar@bigpond.com
cc Coral McVean, District Governor coralmcv@bigpond.net.au
for the 2009/10 Toastmasters year.

Recommendations and Legals

Whenever publishing information on the Web, clubs should note they have some obligations under law and to their fellow Toastmasters. The following list is not exhaustive, but is a good start.

Toastmasters International Guidelines

1. The Toastmasters logo may appear, but may not be animated or included as part of another graphic.
2. Feel free to use the Toastmasters emblem and the words "Toastmasters" and "Toastmasters International."
3. The words "Toastmasters" and "Toastmasters International" are trademarked, but clubs are permitted to use them appropriately.
4. A link to the Toastmasters International Website (www.toastmasters.org) may be included. (District 69 recommends this be placed on the home page.)
5. Club Web pages should contain information useful to current and prospective members and officers.

Useful information includes, but is not limited to:

- the club name,
- the club's meeting time,
- location and a contact telephone number;
- The club mission;
- the features and benefits of Toastmasters membership;
- membership promotion ideas for the club's members;
- a calendar listing