Standards for NCLCA/LSCHE Website Excellence Award

#	Standard (points possible)	Criteria for excellence
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#	**Home Page**	**Located on Home page or linked from it**
1	Name of Center (1 pt.)	Easy to identify and see Center name on Center Home page.
2	Mission statement (5 pts.)	Follows CAS Standards. Mission could also be located on or linked from "About" page (which is linked to Center Home page. CAS Standards for Learning Assistance Programs (LAP). See Part 1: Mission (p. 6)
3	Programs and services list (3 pts.)	A list of (or links to) services and/or resources available to students using the Center.
4	Photos of students (5 pts.)	Pictures of students active in the center. Could include pictures of tutoring, resource use, check-in, etc.
5	Staff information (5 pts.)	On Home page or as link. Includes tutors, center staff, and center management. Complete information to include name, title, subjects tutored (for tutors), and job responsibilities and/or bios (for staff and management), contact information for at least Center management (email and/or phone number including area code), and could include photos (of staff, management, and/or tutors).
6	Floor plan of center (3 pts.)	Provide a labeled graphic of a floor plan, labeled photo tour, or video tour (with sound or text labels) of the Center. Could include student use areas, meeting rooms, resources areas, and staff areas.
7	Institution and center identification (5 pts.)	Two parts: 1) On center Home Page: Easy-to-identify institutional name, logo, location (city and state), and a link to the institution's Home Page.
		2) A description of where to find link to the center Home page from institution's Home page.
8	Announcements/events (5 pts.)	Up-to-date announcements and information including Center news, workshops, important campus dates (midterms, finals week, breaks, etc.) and special events.
9	Website organization and navigation (5 pts.)	Provides good organization and easy-to-use site navigation options (including side panel links, link breadcrumb trail, site map, website search box, etc.)
10	Webmaster feedback (2 pts.)	Provides a link and name of person managing site web page (not just a webmaster@... link).
11	Date of last update (1 pt.)	A date showing the last update of the Home page. Information should be current and accurate.
12	Social media (3 pts.)	List and describe how you make effective use of one or more social media options, such as twitter, facebook, linkedin, youtube, instagram, googleplus, or blog. Points are awarded for effective use not for quantity of social media options used.
13	General appearance, design, and function (5 pts.)	Clear, clean look, uncluttered, professional looking, good design and good function of Home page.
#	**All website pages**	**Criteria for excellence**
14	Links (5 pts.)	All links are functioning correctly.
15	Pictures and graphics (5 pts.)	All graphics used are appropriate, professional, and relevant and add to the page and information presented.

#	Content	Criteria for excellence
16	Graphics accessibility (3 pts.)	Alt labels working on all graphics or has working text-based option available. Uses alt labels with graphics or text-based option available.
17	Website accessibility (5 pts.)	Follows W3C standards: "Provide text alternatives for any non-text content so that it can be changed into other forms people need, such as large print, braille, speech, symbols, or simpler language as described in alternatives." World Wide Web Consortium (W3C) standards Guideline 1.1 on text alternatives.
18	Spelling and grammar (5 pts.)	All spelling, grammar, and punctuation throughout site are correct.
19	General appearance, design, and function (5 pts.)	Clear, clean look, uncluttered, professional looking, good design and good function.

#	Content	Criteria for excellence
20	Welcome message from director (3 pts.)	A page on the site with photo of director or staff and a message to students and/or website visitors welcoming them and/or describing the the center, website, services, or resources.
21	Links to other institutional support services (5 pts.)	Follows CAS Standards. Three or more links to support areas of the campus (e.g., writing center if separate, counseling, disability resources, other academic support programs). CAS Standards for Learning Assistance Programs (LAP). See Part 8: Institutional & External Relations (pp. 18-19).
22	Links to external learning support web sites (5 pts.)	Follows CAS Standards. Has many links to websites, all working, that are appropriate to the programs of a center. Generally, websites should be linking to study skills/strategies or content support pages. CAS Standards for Learning Assistance Programs (LAP). See Part 8: Institutional & External Relations (pp. 18-19).
23	Resources for online students (5 pts.)	Follows CAS Standards. Links should specifically name online (distance) students. May include online tutoring and resources, links to online departments, or online registration. CAS Standards for Learning Assistance Programs (LAP). See Part 10: Technology (pp.19-20).
24	Innovative center website activity (3 pts.)	Established activity described which is innovative and supports student learning through the center. May include mobile-friendly website, links to alumni or connection to local high shools, student chat, etc.
25	Web page usage statistics (3 pts.)	Graphics or text describing website use statistics. Can include Google Analytics, counters, or other means that provide use statistics on the site as a whole or on individual pages.
26	History of the center (5 pts.)	A detailed history of the center, may include graphics, photos, or links.

#	Overall impression	Criteria for excellence
27	Overall impression of site (5 pts.)	Overall impression of the appearance, quality, ease of use, design, and function of the website.