

SUNYCUAD Awards for Excellence Program

Rating Sheet

20. WEBSITES

Included in this category are sites developed for student recruitment, alumni relations, or any other institutional use. An understanding of the target audience(s) and the institution's mission and how well it is communicated will be considered, along with content, writing, quality and use of images, sound and video, interface design, integration of media, ease of navigation, and use of resources. Include your URL and a color screen shot of the opening screen. Submit entries in one of the following subcategories:

a. Websites - entire site;

b. Student recruitment;

c. Alumni relations or;

d. News/media relations or university relations.

All entries must include a brief abstract (maximum of 2 pages) describing the program, program goals and objectives, audience, budget and staffing, and response and/or results.

Criteria	Rating 1-5, with 5 being highest
Creativity/Innovation	
Quality of Presentation	
Success in meeting stated goals and objectives taking into consideration the investment of resources	