

**SCOA**  
Website of Excellence Award

<b>Affiliate Full Name:</b>	<b>Person Submitting and Role in Affiliate:</b>
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<b>Purpose of Award:</b>
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In order to earn the award, the majority of an affiliate’s submission materials must successfully fall into the “Meets Expectations” level of achievement.

- An affiliate may have two criteria identified as “Approaching Expectations” and still earn an award as long as all of the other criteria are in the “Meets Expectations” category.
- They may not have any criteria identified as “Working Toward Expectations” or “Not Yet Meeting Expectations.”

<b>Levels of Achievement</b>	<b>Success Criteria</b>
<b>Exceeds Expectations</b>	<ul style="list-style-type: none"> <li>●</li> </ul>
<b>Meets Expectations</b> <i>The affiliate provides high-quality, cohesive evidence of the programming, professionalism, and policies that demonstrate they fully support their members and NCTE’s mission.</i>	<ul style="list-style-type: none"> <li>● The website clearly states the affiliate’s vision and mission along with its affiliation to NCTE.</li> <li>● The website incorporates purposeful use of graphics that artfully organize the space, guide the reader’s eye, and enhance the presentation of ideas and information.</li> <li>● The affiliate designs their website layout through consistent typography for copy and headlines that meets professional standards and is easy for the audience to read.</li> <li>● The website publishes relevant content appropriate to users’ needs</li> <li>● The website properly cites the authors and affiliations for information, facts, images, and statistics.</li> <li>● The website publishes well-written and organized content at a reading level suitable to the intended audience.</li> <li>● The website provides up-to-date content with live links and information current with social, educational, and/or global events and initiatives. The website also indicates the latest update to the website.</li> <li>● The affiliate aligns the style of the website with the organization’s brand (color, graphics) and applies that style consistently throughout the site.</li> <li>● The affiliate designs easy-to-navigate webpages.</li> <li>● The affiliate designs a website that is accessible in different browsers and on mobile devices.</li> </ul>
<b>Approaching Expectations</b> <i>The affiliate provides adequate evidence of the programming, professionalism, and policies that demonstrate they mostly support their membership and NCTE’s mission.</i>	<ul style="list-style-type: none"> <li>●</li> </ul>

**Working Toward Expectations**

*The affiliate provides minimal and/or unclear evidence of the programming, professionalism, and policies that demonstrate they somewhat support their membership and NCTE's mission.*

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**Not Yet Meeting Expectations**

*The affiliate provides insufficient evidence of the programming, professionalism, and policies that demonstrate they support their membership and NCTE's mission. They might have missed pieces of evidence or submitted incomplete evidence.*

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