

NEWSLETTER/CHAPTER WEBSITE AWARD

The Newsletter/Chapter Website Award is a single award. A chapter may compete for either the Newsletter Award or the Chapter Website Award under this category but not both.

NEWSLETTER AWARD AWARD CRITERIA

The Newsletter Award requires chapters to submit four copies of three (3) different editions of chapter newsletter published during the Carolinas Regional year (January 1 through December 31). Newsletters are judged on design/layout, and comprehensiveness of content: promotion of the organization, record of chapter activities, Hallmark activity, and calendar of events. Entries are sent to three judges outside of the region for scoring and ranking.

NEWSLETTER JUDGING CRITERIA

- Design/Layout – 20 points
- Comprehensiveness of contents – 80 points
 1. Promotion of the organization (15 points)
 2. Record of chapter activities (25 points)
 3. Use of Hallmarks (25 points)
 4. Calendar of events (15 points)

CHAPTER WEBSITE AWARD AWARD CRITERIA

The Carolinas Region Alumni Association sponsors the Chapter Website Award to recognize outstanding chapter achievement in web design and web communication. Chapters wishing to compete for this award should submit a Hallmark Awards Entry Form with your chapter website URL address (only one copy of the entry form is required for the Chapter Website Award). The due date for the Chapter Website entry form is the same as hallmark award entries – February 3, 2010. All work on chapter websites must be done by active members of Phi Theta Kappa only. Chapter Websites will be judged based on the following criteria:

- ❖ General appearance and layout – presentation
 - ❖ Ease of navigation
 - ❖ Quality of information – current and up-to-date
 - ❖ Representation of Four Hallmarks
 - ❖ Quality of presentation - all links should work, avoidance of errors, etc.
 - ❖ Information on chapter activity
 - ❖ List of chapter advisors & officers – contact information is optional to preserve privacy
- Site should contain recommended information from Phi Theta Kappa International including:
- ❖ Name of chapter
 - ❖ Link to regional website (<http://www.carolinasregion.org>)
 - ❖ Link to official website of Phi Theta Kappa (www.ptk.org)
 - ❖ Link to website of the institution where your chapter is located – if applicable
 - ❖ Date of last modification on each page of site
 - ❖ Proper use of Phi Theta Kappa images

Final Judging of Chapter Websites will take place on February 15, 2010.