

eNEWSLETTER/CHAPTER WEBSITE AWARD

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

eNEWSLETTER AWARD CRITERIA

The eNewsletter Award requires chapters to post online to chapter members at least two editions of the chapter newsletter during the Carolinas Regional year (January 1 through December 31). These eNewsletters should be sent in the fall semester and in the spring semester. They are judged on design/layout, and comprehensiveness of content: promotion of the organization, record of chapter activities, Honors in Action activity, and calendar of events. Chapters wishing to compete for this award should e-mail copies of 2 different eNewsletters to the Regional Coordinator at john.sharpe@hgtc.edu who will send submissions to three judges for scoring and ranking. The due date for submitting copies of the eNewsletter is the same as hallmark award entries – February 1, 2012.

eNEWSLETTER JUDGING CRITERIA

- Design/Layout – 20 points
- Comprehensiveness of contents – 80 points
 1. Promotion of the organization (15 points)
 2. Reporting of chapter activities (25 points)
 3. Reporting of Honors In Action, College Service projects (25 points)
 4. Calendar of Upcoming events and Contact List of Advisors/Officers (10 points)
 5. Proper use of symbols and Greek names (5 points)

CHAPTER WEBSITE 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 e-mail a Website Award Entry Form with your chapter website URL address to the Regional Coordinator at john.sharpe@hgtc.edu. The due date for the Chapter Website entry form is the same as hallmark award entries – February 1, 2012. All work on chapter websites must be done by the Phi Theta Kappa chapter. 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 Honors In Action and College Project
 - ❖ 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, symbols, and Greek names

Final Judging of Chapter Websites will take place on or before February 15, 2012.