

# 2007 EAA Web Editor Award Criteria

Five categories are judged (Up to 10 points each):

## 1 – FUNCTIONAL VALUE TO CHAPTER MEMBERS

Content is judged for the overall site and looks for information that would be helpful for a Chapter Member. Items that are important to consider are contact information of officers, calendar of events, project highlights, educational articles, meeting information, links to other aviation sites, Chapter newsletters (both present and past), committee updates and resources to increase communication between Chapter members. The question should be asked by the Chapter...if I were going to the web site, would I find the information that I needed?

## 2 – MARKETING VALUE FOR ATTRACTING NEW CHAPTER AND EAA MEMBERS

Web sites should convey the spirit of the Chapter and they are evaluated to see if enough information is provided to interest a prospective new member. Information should always be included to tell people how they can join both the local Chapter and EAA. Meeting and contact information are essential. Photos, stories and feature articles tell a prospective member what the Chapter is all about and paint a picture about the Chapter. Consider if the web site would make a new person want to find out more or participate. Simple things like identifying the Chapter number and location are important. Be sure that the chapter is presented in a positive manner and presents itself as being enjoyable, aviation focused, social, educational and community minded.

## 3 – PROMOTION OF EAA AND PROGRAMS THROUGH THE CHAPTER WEB SITE

The Chapter site has the ability to actively illustrate its connection to EAA and promote various programs that are available through the association. It is important for the web site to include links to the national EAA web site and to promote joining EAA through the appropriate links. Information that should also be considered for inclusion is Young Eagles, Flight Advisors, Technical Counselors, Homebuilders Headquarters, etc. EAA AirVenture is the annual celebration of EAA Members and a link on the Chapter web site is a good idea. The current EAA logo should be used properly and the Chapter's site should communicate the overall spirit of EAA.

## 4 – DESIGN AND PRESENTATION

Ease of use is very important as well as an appealing layout and pleasing presentation. The web site should be easy to navigate, well organized, have an overall attractive appearance, and contain photos of the Chapter activities. Graphic files should be kept at a reasonable size as to not slow movement through the site.

## 5 – QUALITY OF CONTENT

A Chapter web site is a powerful tool for conveying information 24 hours a day at the convenience of the member. However, it is only as good as the information that is provided. The information for the Chapter and EAA should be current and contain regular and timely updates. Helpful hints that are of use to the member at large are always a good idea. Something for everyone's interest including educational articles, kid's area, calendar of events are helpful items to consider. The web site should be concise and clear.

The Award Criteria provides an excellent tool for determining what type of information should be included in the web site and links that are useful. It also emphasizes the importance of your site conveying the spirit of your local Chapter and EAA.

Please contact the Chapter Office at [chapters@eaa.org](mailto:chapters@eaa.org) or call toll free at 1-888-322-4636 ext. 4876 with any questions you may have concerning the EAA Web Editor Award.



Return Nomination Forms and Materials To:

EAA, Chapter Office, PO Box 3086, Oshkosh, WI 54903

Deadline for Nominations is May 31, 2007

Turn Over

