

**California FFA Association**  
**Website Development Award Presentation Scorecard**

Section	Criteria			Total Points
<p><b>Target Audience</b> The target audience is identified and is an important consideration in developing content</p>	<p><b>Excellent 10-8</b> The audience is identified and considered when developing website content.</p>	<p><b>Average 7-5</b> The target audience could be more clearly identified, but website content is relevant.</p>	<p><b>Below Average 4-0</b> The audience is not identified, and website content is unrelated.</p>	
<p><b>Student Opportunities</b> Clear Explanation of Agriculture Education Program</p>	<p><b>Excellent 10-8</b> Clear, thorough explanation of opportunities available through the program.</p>	<p><b>Average 7-5</b> The explanation lacks details but conveys some opportunities available through the program.</p>	<p><b>Below Average 4-0</b> Explanation for opportunities is unclear or disorganized</p>	
<p><b>Design Process</b> Explanation of the development and design process</p>	<p><b>Excellent 10-8</b> Clear, thorough explanation of the website design process</p>	<p><b>Average 7-5</b> Explanation lacks details but conveys the general process of design</p>	<p><b>Below Average 4-0</b> The explanation for the design process is unclear or disorganized</p>	
<p><b>Media Variety</b> Explanation of the use and development of media elements.</p>	<p><b>Excellent 10-8</b> Clear, thorough explanation of the use of media elements. A variety of media elements are utilized.</p>	<p><b>Average 7-5</b> Explanation lacks details and shows limited utilization of media elements</p>	<p><b>Below Average 4-0</b> The explanation for the media utilized is unclear or disorganized. No media is utilized for the website.</p>	
<p><b>Member Involvement</b> How were members involved in all areas of the design? How are members utilizing the website?</p>	<p><b>Excellent 10-8</b> Clear, thorough explanation of the role members played in designing the website and how members utilize the website.</p>	<p><b>Average 7-5</b> Explanation shows limited member involvement in the website development and utilization of the website by members.</p>	<p><b>Below Average 4-0</b> The explanation for member involvement is unclear or disorganized. A small group of members were involved in the design.</p>	
<p><b>Website Analytics</b> Clear Explanation of page views, clicks, etc.</p>	<p><b>Excellent 10-8</b> Clear, thorough explanation of the website analytics page views and utilization by the general public.</p>	<p><b>Average 7-5</b> The explanation lacks details and shows limited website analytics</p>	<p><b>Below Average 4-0</b> No website analytics were presented</p>	
<p><b>Website Details</b> Describes domain information, website host, etc</p>	<p><b>Excellent 10-8</b> Clear, thorough explanation of the domain and website host. The cost of maintaining the website is noted.</p>	<p><b>Average 7-5</b> The explanation lacks details and shows a limited understanding of the website domain and host.</p>	<p><b>Below Average 4-0</b> No details on the website domain or host were presented</p>	

<p align="center"><b>Strategic Plan</b></p> <p>Describes the development, purpose, utilization, and publicity of the strategic plan</p>	<p align="center"><b>Excellent 50-40</b></p> <p>Clear, thorough explanation of the role members played in developing the strategic plan, the purpose of the plan, how the plan is utilized throughout the year, and how the plan is shared with others.</p>	<p align="center"><b>Average 39-20</b></p> <p>Explanation lacks details and shows a limited understanding of the development of the strategic plan and how it is utilized.</p>	<p align="center"><b>Below Average 19-0</b></p> <p>Explanation for member involvement is unclear or disorganized. There is no mention of the utilization and purpose of the plan.</p>	
<p align="center"><b>Digital Year In Review</b></p> <p>Describe the development, creativity, organization, and responsibility of the digital year in review</p>	<p align="center"><b>Excellent 50-40</b></p> <p>Clear, thorough explanation of the role members played in developing and maintaining the Year in Review. Explanation for the design, creativity, and organization involved in the digital year in review.</p>	<p align="center"><b>Average 39-20</b></p> <p>Explanation lacks details and shows limited understanding of the development and maintenance of the digital year of review.</p>	<p align="center"><b>Below Average 19-0</b></p> <p>The explanation for member involvement is unclear or disorganized. There is no mention of the planning and execution of the digital year in review.</p>	
<p align="center"><b>Organization and Delivery of Presentation</b></p>	<p align="center"><b>Excellent 30-20</b></p> <p>Well organized, content presented in a matter that makes sense. Delivery is smooth, the tone is confident and the speaker presents themselves professionally.</p>	<p align="center"><b>Average 19-10</b></p> <p>Some organizational issues, but the main point is conveyed overall. Delivery needs work, but the message is conveyed and the speaker presents themselves professionally.</p>	<p align="center"><b>Below Average 9-0</b></p> <p>The presentation is disorganized and difficult to follow. Delivery lacks fluidity, speaker lacks confidence or overall lack of professionalism in presentation</p>	
			<b>Subtotal</b>	<b>/200</b>
			<b>Penalties for Set-Up, Take Down, and/or Presentation. 5 points per 15 seconds.</b>	
			<b><u>Overall Oral Presentation Score</u></b>	<b>/200</b>

**Comments**

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**Judge's Printed Name** \_\_\_\_\_

**Judge's Signature** \_\_\_\_\_

**Judge's Chapter** \_\_\_\_\_