

2017 EAA Web Editor Award



**2017
Nomination
Form**

**Deadline
May 31, 2017**



EAA Web Editor Award Guidelines

The Web Award was established in 2000 in response to member suggestions that web technology had risen to a level of common use and that chapter websites had become key communication tools for chapters and should be recognized accordingly. The purposes of the award are outlined below:

PURPOSES:

To recognize the time and dedication required in developing and maintaining a high quality and informative chapter website.

To acknowledge the sites that best exemplifies the spirit of the local chapter and EAA.

To provide guidelines to all chapters concerning what makes a website beneficial to current and new members, user friendly and attractive.

To share the winning website addresses so that chapters can learn from them.

AWARD GUIDELINES

Each web editor is eligible to win first place only once for any given chapter and they must be a current EAA and chapter member. There is no limit to the number of times an editor can win other positions. However, once an editor has won 1st place they are no longer eligible to win other places for the same chapter. The web editor is eligible to win first place again if they join a different chapter.

Judges may consist of any combination of the following: EAA staff, select volunteers and appointed chapter members. Judges and their websites are not eligible for the award during an active judging year. It is the chapter's responsibility to make sure that the Chapter Office receives the required entry form to be eligible for judging. The chapter must provide a current web address on the form and the entry form must be received in the Chapter Office no later than May 30th. Websites will be judged during June of the current year with awards presented at EAA AirVenture Oshkosh.

For the first round of judging, a list of all chapter entries for the web award will be compiled. The first round of judging is an overall subjective review of the sites to determine which sites will proceed to the final judging round.

For the final round of judging each judge will review all sites and fill out a Web Award Judging Sheet for each chapter. Points are awarded in full and half point increments. As judges record their scores, there is room on the scoring sheet for comments about their likes/dislikes of the website.

The final round judging sheets will be tallied. The overall average score for each chapter will be determined by adding up the scores from each judge for their site and dividing by the number of judges. This will result in their final score. Maximum score is 50.

Winners will be announced at EAA AirVenture and in various EAA publications.

The EAA Chapter Office retains the right to update the Web Award Guidelines and Award Criteria on an annual basis. EAA reserves the right to withhold presentation of awards if no nominations meet the criteria or insufficient nominations are received for judging.

2017 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 website, would I find the information that I needed?

2 – MARKETING VALUE FOR ATTRACTING NEW CHAPTER AND EAA MEMBERS

Websites 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 website 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 website to include links to the national EAA website 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 website 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 website 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 website 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 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, 2017



2017 Web Editor Award Entry Form

Please type or print all information:

Nominating Chapter Information

Division: EAA IAC WAR VIN U/L (Please circle one.) Chapter #: _____

Chapter Web Address (URL): _____

Member's Only Access Codes (If applicable): _____

Web Editor's Contact Information

First Name: _____ Last Name: _____ EAA #: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone #: _____ E-Mail Address: _____

President's Contact Information

First Name: _____ Last Name: _____ EAA #: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone #: _____ E-Mail Address: _____

Reason for Nomination:

NOTE: All entries MUST be received in the EAA Chapter Office no later than May 31, 2017 to be eligible.
Mail Entries To: EAA Chapter Office, PO Box 3086, Oshkosh, WI 54903-3086.