

COMPETITIVE EVENT GUIDELINES

for CHAPTER WEB PAGE DESIGN

DESCRIPTION

Each chapter will create a web page showcasing Jobs for Montana's Graduates (JMG)/Montana Career Association (MCA) Program of Work activities completed throughout the school year according to standard business practices for marketing and web design. JMG/MCA chapters are required to develop a Program of Work outlining activities the students plan to accomplish during the school year. JMG students belong to the MCA, a professional student organization; each JMG class represents a unique MCA chapter.

PURPOSE

Encourage JMG students within each chapter to work together as a team utilizing their technological, artistic, and creative talents to develop a web page used to promote their JMG/MCA Chapter.

ELIGIBILITY

JMG chapters, with an established MCA, and up-to-date Jobs for America's Graduates eNDMS roster as verified by JMG state staff.

ENTRIES

Only one entry per chapter may be submitted for scoring.

OBSERVERS

There are no observers for this event.

COMPETITIVE EVENT TIMELINE

Chapter Web Page registration forms will be post marked on or before the JMG registration deadline, which will be within the last couple weeks of March. Date will be set and communicated to Career Specialists each year. Chapter Web Page addresses (URL) will be distributed to judges approximately one week after received in JMG state office. Chapter Web Page judges will have 10 business days to review, score, and return score sheets to the JMG state office.

EVENT RULES

1. Any and all inspirational, copyrighted, or otherwise contributing material will be cited on the Chapter Web Page registration form. **Failure to do so will result in immediate disqualification.**
2. The Chapter Web Page will be designed by current members of the MCA and will be presented as the work of the JMG chapter.
3. The Chapter Web Page will encompass activities **from only the current school year**, up to the date of submission.

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4. Key elements of an effective website are:
 - **Appearance**
 - **Content**
 - **Functionality**
 - **Website Usability**
 - **Search Engine Optimization**
5. The Chapter Web Page will include content related to:
 - **Chapter Introduction/Overview of MCA**
 - **Leadership Development**
 - **Career Preparation**
 - **Civic Responsibility**
 - **Social Awareness**
6. All Chapter Web Pages will be judged based on the criteria in the scoring sheet.
7. The “Points Possible” column on the score sheet indicates the maximum number of points available for each section. It is appropriate to record “Points Achieved” in a range from 0 to the maximum number.
8. Judges' decisions are final.

Judge # _____

HIGH SCHOOL NAME				
WEBSITE				
“POINTS ACHIEVED” CAN BE AWARDED IN A RANGE FROM 0 TO MAXIMUM “POINTS POSSIBLE”		POINTS POSSIBLE	POINTS ACHIEVED	COMMENTS (Comments are very helpful for students’ learning and are highly encouraged)
APPEARANCE				
• Good use of color; text is easy to read & graphics/images are quality	5			
• Meaningful graphics; not over-used, but add meaning to written content	5			
• Simple, uncluttered and not overly complex with animation and other effects	5			
CONTENT				
• Short and organized copy; topics clearly labeled; clear, concise and compelling	15			
LEADERSHIP DEVELOPMENT				
• Includes text summary of at least 2 activities related to Leadership Development	10			
• Includes pictures and names of participating students in described activities	5			
CAREER PREPARATION				
• Includes text summary of at least 2 activities related to Career Preparation	10			
• Includes pictures and names of participating students in described activities	5			
CIVIC RESPONSIBILITY				
• Includes text summary of at least 2 activities related to Civic Responsibility	10			
• Includes pictures and names of participating students in described activities	5			
SOCIAL AWARENESS				
• Includes text summary of at least 2 activities related to Social Awareness	10			
• Includes pictures and names of participating students in described activities	5			
FUNCTIONALITY				
• Interface works quickly and correctly, including correct hyperlinks, site search, etc.	5			
USABILITY				
• Fast loading pages, minimal scroll, consistent layout	5			
• Discretionary/Bonus Points: additional materials, including event evaluations, event PR materials, media/press write-ups, etc.	20 (Bonus)			
To provide additional comments, please use the back of this page.				



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CHAPTER WEB PAGE DESIGN REGISTRATION FORM

SCHOOL NAME	
WEBSITE ADDRESS	

PLEASE LIST ALL STUDENT CONTRIBUTORS

STUDENT NAME(S)*	GRADE LEVEL

*Please include any additional names on the back of the page, including their grade levels.

Please list and cite all sources used in the process to create the Webpage (websites, books, photos, etc.). Additionally, include hardware (markers, stencils, etc.) and software (Microsoft Publisher, Adobe In-Design, etc.) used. **Failure to cite sources will result in disqualification.**

I, the undersigned, attest that the design and creation is my work. Any and all sources used are listed above. Furthermore, I attest that the production is in accordance with state and federal copyright laws.

I consent to its reproduction, use, and/or modification in any way for use by the Jobs for Montana's Graduates Program.

MCA President Signature: _____ Date: _____

Career Specialist Signature: _____ Date: _____

