



The Navy League of the United States

Information Technology Committee

Web Site Initial Screening Evaluation Criteria for Mackie Awards

These criteria are meant to provide a consistent template for the initial evaluation of Navy League web sites.

Each criterion will be scored as (+) or (-) where the following quality associations can be made:

- (+) (Meets criteria)
- (-) (Does not meet criteria)

A web site must meet all of these basic criteria to qualify to be passed on for final review using the more detailed web evaluation criteria. (Check which one applies.)

Initial Web Screening:

- (+)(-) 1. Is the Council or organization clearly identified as a component of the Navy League of the United States?
- (+)(-) 2. Does the content clearly define the purpose and mission of the Navy League?
- (+)(-) 3. Does the content clearly include specific information about the Council (i.e., mission, purpose, activities)?
- (+)(-) 4. Is a link provided to the Council's adopted units if applicable?
- (+)(-) 5. Are official Navy League logos used in the site's header?
- (+)(-) 6. Does the site respect the 501(c)(3) status of the Navy League by being free of partisan political commentary or graphics?
- (+)(-) 7. Is contact information provided to the webmaster and/or a member of Council leadership?
- (+)(-) 8. Perform a web search using the search term <navy league><council name or city>. Does the web site appear in the top 10 items in the search results?
- (+)(-) 9. Is a link provided to the Navy League of the United States web site?
- (+)(-) 10. Is a link provided to each primary Sea Service web site?

Name of Council _____ Submitted by _____ Date _____