EPIC Website Evaluation Rubric

Website URL: http://epicworkforce.net

CATEGORY	4	3	2	1	SCORE
Informative	Details on the website capture important information about EPIC and increases audience's understanding	Details on the website include important information but the audience may need more information to fully understand the program.	Details on the website relate to the program but are too general or incomplete. The audience needs more information to understand the job.	Details on the website have little or nothing to do the program.	4
Functionality	All links on the EPIC website are functional and open in separate a tab/window when leaving the site.	Almost no (1-2) links are broken, do not go to the intended URL, or do not open in a separate tab/window when appropriate.	A few (3-4) links are broken, do not go to the intended URL, or do not open in a separate tab/window when appropriate.	Several links (4 or more) are broken, do not go to the intended URL, or do not open in a separate tab/window when appropriate.	4
Navigation	The website is user-friendly and easy to navigate with appropriate menus/links.	The website is somewhat user-friendly and can be navigated without much difficulty.	The website has some navigation links but may be difficult to navigate for less advanced users.	The website is not user-friendly or easy to navigate. It does not include appropriate menus/links.	3
Organization	Information is very organized with clear titles and subheadings.	Information is organized with titles and subheadings.	Information is organized but titles and subheadings are missing or do not help the reader understand.	The information appears to be disorganized.	4
Use of Graphics	All graphics are related to EPIC on the website and make it easy to understand.	All graphics are related to EPIC on the website and most make it easier to understand.	Some graphics relate to EPIC on the website.	Graphics do not relate to the EPIC on the website.	4
Attractiveness (Branding)	All information on the website is KCTCS branded, in focus, can be easily viewed and identified, and attracts the reader.	Most information on the website is KCTCS branded, in focus, can be easily viewed and identified, and attracts the reader	Some of the information on the website is KCTCS branded, in focus, can be easily viewed and identified, and attracts the reader.	Much of the information on the website is unclear or too small, not consistent, or does not fit KCTCS branding.	4
Grammar	No grammatical/mechanical mistakes.	Almost no (1-2) grammatical/mechanical mistakes.	A few (3-4) grammatical/mechanical mistakes.	Many (more than 4) grammatical/mechanical mistakes.	4
Mobility	All information on the website is easily viewable on mobile devices.	Most information on the website is easily viewable on mobile devices.	Some information on the website is easily viewable on mobile devices.	The website is not easily website is easily viewable on mobile devices.	4
				Total	**31**

8-32 points possible.