



## United States Coast Guard Auxiliary Department Information Technology

### Best Of Web 2009

BEST OF WEB (BOW) Award is a unit recognition presented during NACON for first place and first place runner up of each unit level. A 5-Star Website logo and trophy awarded first place and 1-Star Website logo for runner up.

DSO-CS officers are to notify unit Web-managers to bring their websites into compliance with Auxiliary Web policies for the evaluation process. (CS Guide Section 2.4) The DSO-CS will set the deadline within the district. All district websites will be evaluated. Two divisions and up to five flotilla nominations are to be submitted by each DSO-CS to DVC-IC, due June 15, 2009.

#### *Nomination Procedure*

1. A self-nomination procedure will be used for the Best of Web program. The Website nominated **MUST** be in compliance with item 3 below. Any flotilla or division that wishes to enter the competition should notify their SO-CS or DSO-CS well in advance of the deadline (choice and nomination deadline is up to the DSO-CS).
2. All District websites will be considered for the award. No nomination required.
3. The SO-CS or DSO-CS will screen candidates for compliance with the following Auxiliary Website Policies as listed in the CS Guide:
  - a. Auxiliary Internet Websites Policy
  - b. Auxiliary Internet Site Checklist
  - c. Auxiliary Website Link Criteria
4. Websites not in compliance should be promptly notified. The screening process should be initiated early enough so that those sites not in compliance can be brought into compliance and resubmitted before the deadline.
5. The DSO-CS (perhaps with the assistance of SOs) will then evaluate all submitted sites on the three criteria above and identify the best Websites at the flotilla and division levels. Though we prefer that only two flotilla Websites be submitted for the national competition, up to five will be accepted; only two division Websites may be submitted for the national competition; the district Website may also be submitted if desired.
6. DSO-CS officers (or their designee), should use the Best of Web Submission Form available on the AIRS site to submit a list of their candidate Websites. Four members of the National "I" Department staff and two DSO-CS staff officers will form the panel of judges. Each will be selected under the supervision of the DC-I.

## ***Evaluation Criteria***

### ***Technical***

1. Websites must be written in a manner that provides access to viewers using all currently distributed browsers. The need for proprietary software or specialized browser "plug-ins" is discouraged.
2. Webpages should be easily viewable on all screen resolutions. Although screen formats are transitioning to higher resolutions, users with lower resolution displays must have full accessibility. For example, if page elements do not fit on a 680x480 format, unseen elements should be made accessible through the use of scroll bars.
3. The use of new technologies and innovative features is highly encouraged. Such features should be used to enhance site operation, and not as a substitute for the basic elements of a site.
4. A means to easily navigate the Website should be provided. Generally stated, the viewer should be able to easily navigate throughout the site, and return to the entry point, without becoming lost. The use of navigation buttons, frames, or standardized borders can provide the necessary tools.
5. Web-managers are encouraged to adopt the [W3C standards](#) for Website authoring standards. Additional information may be found at the W3C site.

### ***Content***

1. Proper Auxiliary and sponsoring unit identification must be visually provided on all sites. The name of the sponsoring unit must also appear in the <TITLE> section of the page header.
2. All posted information should further the objectives of the Auxiliary, and should be relevant to the interests of Auxiliary members and/or the boating public. In addition, information should be accurate, current, concisely stated, and understandable.
3. Content for Auxiliary Webpages must be developed and maintained at the most appropriate level. Websites at other levels must link to that material rather than duplicating it. Thus, information regarding national policies and information will be developed and maintained on the national Webpage to which other pages can link; district policies and information will be developed and maintained on district Websites; and so on.
4. All links should be functional. Links to sites outside of the CG and CGAUX must provide a "value added" source of information or service directly related to Auxiliary activities.
5. Links should be provided to the national Website, and other relevant district, division, and flotilla sites.
6. All sites should display the standard Link Disclaimer as listed in the Auxiliary Internet Web Policy.
7. Webpages should be designed to load quickly. Unnecessary gimmicks, large high-resolution pictures, overuse of action icons, and background music should be avoided.
8. All sites must display a Privacy Statement that specifically describes the site's collection and use of personal information.
9. All sites must post an e-mail contact address or MAILTO: link in a prominent location. The contact person must be someone who will respond to inquiries in a timely manner.
10. Auxiliary sites should make every effort to accommodate viewers with

disabilities. It is recommended that sites conform to the CAST Bobby Level1 requirements.

***Appearance***

1. The Website opening page should be designed to catch the interest of theviewer.
2. Webpage layout should provide a visually appealing framework to display the materials being presented. Effective use of graphics, images, backgrounds, frames, and borders can enhance the effectiveness of the site.
3. The overall appearance of a Website should present a consistent look and feel. It is important to maintain this uniformity through:
  - a. Visual continuity throughout all site pages
  - b. Consistent page format, color schemes, and identification headers
  - c. Consistent applications of text size and style
  - d. Standardized navigation procedures between site pages

***Selection Procedure***

1. Judges will independently assign each Website a rating for each of the three categories of criteria above. In reaching a rating, they will consider the specific criteria listed within each category.
2. The average (mean) rating of all judges will be determined for each Website on each of the three criteria. Judges are not permitted to vote on a site within their own District; the average of the other judges' ratings will be used to replace any missing ratings due to a Website being within a judge's own district. A total rating for each Website will be determined by adding the average ratings in each of the three categories.
3. Judging for this award shall be done and the winner determined at least forty-five (45) days prior to the first day of the Fall Meeting of the National Board.
4. The finalists and runners-up will be reviewed by the "I" Department Chief (DC-I) and Deputy Chief (DC-Id) to confirm that the award winners are indeed outstanding Websites and deserving of the awards.

FOR ADDITIONAL INFORMATION, REFER TO THE CS GUIDE  
[http://www.cgaux.org/it/documents/CS-Guide\\_1.0.pdf](http://www.cgaux.org/it/documents/CS-Guide_1.0.pdf)