

MAFCA Website Award

1. **Purpose:** To provide yearly recognition for the MAFCA chapters, regions, and special interest groups who have developed a website for use by chapter members and attract potential new members. The award serves to encourage webmasters to broaden and enhance the content of their websites while encouraging more chapter involvement through up-do-date information.

2. **Categories:**
 - A. MAFCA Website of the Year Award
 - B. MAFCA Website of Distinction Certificate
 - C. Certificate(s) of Merit, an award of recognition (maximum of 3 per year)

3. **Judging Criteria**
 - A. **Requirements:** Chapters/webmasters must send a letter or email to Chapter Coordinator at ChapterCoordinator@mafca.com asking to be considered for recognition. Judges will consider only the year requested. Each request for consideration should include the chapter name, website address, webmaster name, and webmaster e-mail address. Websites will be evaluated during a term to be decided by the Chapter Coordinator, and other judges, each year for recognition at the National Awards Banquet in December. Chapters must be MAFCA chapters in good standing to be eligible to receive an award, and webmasters must be current MAFCA members.

 - B. **Content:** The website shall include such criteria as the quality and timeliness of information that is provided by the site. The content is rated for its relevance to the purpose of the site, and its ability to catch the interest of users. The ease of accessibility of obtaining information, especially in terms of consideration having been given to the varying levels of experience of the users and their degree of familiarization with navigating through websites, as well as having taken into account the range of computer equipment and connections that may be encountered.
 - 1) Should have an easily visible link to the MAFCA website
 - 2) A statement of the date, time and location for regular meetings
 - 3) Tour and activity reports with photographs of these events
 - 4) A calendar or schedule of future chapter events which should also include regional and national MAFCA Model A activities
 - 5) Acknowledgments for the authorized use of information from other sources, if relevant
 - 6) Model A technical information
 - 7) Model A era fashion information

- C. Organization: The judge(s) will review the site for its structure and ease of navigation. The judge(s) will consist of the Chapter Coordinator and up to two others appointed by the Chapter Coordinator.

Artistic and Visual Design: A site's visual design is more than graphics and color schemes. It encompasses a number of aspects:

- 1) Are the colors and images easy on the eyes?
 - 2) Does the visual look of the site detract from the site's purpose?
 - 3) Does the site convey the same impression visually as it does in words?
 - 4) Do the choices of colors and layout attract or detract the user's attention in a pleasing way?
 - 5) Functionality: Functionality encompasses any portion of the site that requires or invites user interaction. This includes navigation, placement of image and text links, page layout, use of plug-ins, the length of time it takes to load a page, functioning pages, and lack of broken links.
 - 6) The judge(s) rate functionality based upon whether or not the site works; length of time to download; are there page errors, difficulties using the search tools or menus? What about the placement of text and image links? Does placement and color of links help or hinder the user's navigation? Is navigation straightforward for novice users? Are these items in the same place on every page? Is the site updated regularly?
- D. Overall Experience: Did you enjoy your experience or was the website visit confusing and frustrating. Would you recommend the site to a friend in the hobby as being a valuable and rewarding experience? Were graphics missing, was there excessive pop-ups or areas "under construction". Is the site linked to the MAFCA website and/or other car related sites? In the course of reviewing the site, the judge(s) should send a message from a form or email address on the site. Does the site respond to them, quickly or at all? Does the judge(s) get a sense of the site's responsiveness to its users? How easy was this site to find? Does it show up in the search engines easily?
- E. Navigation: How does it flow?

4. Awards:

- A. The Webmaster of the MAFCA Website of the Year shall receive an award. Once a website has received the MAFCA of the Year Award, it will not be eligible to receive any award for a period of three years, after such time the Chapter will once again be eligible to compete for MAFCA Website of the Year. The MAFCA Website of Distinction shall be recognized by issuance of a certificate. No more than 3 Certificates of Excellence shall be awarded with a personalized certificate.
- B. A blue ribbon graphic will be supplied to the first place winner by the MAFCA Webmaster/Chapter Coordinator to put on their website's home page that says "MAFCA Website of the Year Winner".

5. Presentation of Awards:

The MAFCA Website Awards shall be announced at the MAFCA National Awards Banquet and shall be presented by the Chapter Coordinator. If the recipient or a representative is not in attendance at the MAFCA National Awards Banquet, the Award will be mailed to the recipient by National Headquarters staff.

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