SAIR Best *Website* Scoring Rubric

Institution:

Website URL:

Rating scale: Poor (1) - Excellent (6)

General description: An easily navigated, impressive display of institutional information and reports covering a wide variety of areas. Users should have the ability to view and print pages with ease using a variety of web browsers. Users should be able to search the website with ease. The intended audience is everyone (e.g., institutional faculty and staff, parents and students, other institutions, and the general public).

Please rate each category below as a whole, taking the individual questions within each item as potential aspects to consider in your overall assessment for that category.	Rating (Poor 1 - Excellent 6)
Design: Is the general layout/use of space clean and pleasing to the eye? Does it show exceptional artistry (e.g., typography, visual elements)? Is the entry easily navigated, well organized, and searchable? Does it show excellent attention to detail (e.g., no typos or dead ends)? Does it meet basic accessibility requirements (i.e., ADA standards)?	
Content: Does it accomplish its mission/purpose? Is the information understandable by multiple audience levels? Are context and/or methods included as necessary to explain the data provided? Are connections evident to other areas related to institutional research (i.e., accreditation, assessment, institutional effectiveness)?	
Creativity: Does it (effectively) use leading-edge technology? Does the entry provide data/information in a new, creative, or novel way? Is the entry distinctive; does it resonate in your memory? Are data presented in ways that help draw the visitor through the entry in a logical manner?	
Data Quality and Approach: Is the entry useful? Would you, as a potential user, be able to use the entry to draw conclusions about the institution? Are the data of high enough quality to answer the questions asked? Are data presented in a manner appropriate for their style and type?	
Overall Quality: An assessment of the entry taken as a whole (not necessarily an average of the above scores)	

Comments (please provide constructive feedback for your peers):	

Reviewer Ranking:

Rank this website in relation to the other submissions with **1 being the best** _____