ASA Extension Education Community Awards Program Judging Scoresheet

Name of Corresponding Author:__

Title of extension education material submitted:

Judge Initials: Possible Award Category: Your Points Score 5. Digital Communications (newsletters, websites, blogs, social media) 35 Content: Does the title or name match the content and purpose? Is the content updated and shared frequently (weekly, monthly, etc.)? Is the information presented with the audience in mind? Does it provide enough detail for the reader to be able to use the information for which it is intended? Is information provided in a clear and concise manner? Are sources referenced and linked? Format, Ease of Use, and Interaction: 30 Is the digital communication easy to navigate and intuitive? Are there unnecessary layer/pages or this there to much information on one page that should be split? Is there a feedback, comment, or another way for the audience to interact with the authors? Is contact information easy to find? Are the authors responding? 30 Appearance: Is the appearance of the overall digital communication attractive, contemporary, and hold the attention of the reader? Is there good used of medium (colors, links, sound, video, dynamic pages, databases, etc. which are not well suited in print)? Is the design appropriate for the audience? Are supporting pictures, graphics and infographics easy to understand, an appropriate size, and support/clarify the text? Are captions and legends for picture and graphics present, clear, concise? **Application and Abstract:** 5 Were the instructions followed in the application and for the submitted abstract? Included the audience, educational objective or purpose, and impacts (downloads, views, knowledge gain, behavioral change, etc.). **Total Points** 100 **Comments:**