



# The School District of Greenville County

301 Camperdown Way  
P.O. Box 2848  
Greenville, South Carolina  
29602  
864-241-3100

## School Website Evaluation

The School Website Evaluation is designed to be a self-assessment tool for schools to use to assess their individual school website.

These evaluation standards have been developed from a review of the best K-12 school websites on the Internet. To use this rubric, assign a score for each category, and then add the scores.

<b>Site Content</b>			<b>Score</b>
<b>0 - 5</b>	<b>6 - 12</b>	<b>13 - 20</b>	
<ul style="list-style-type: none"> <li>• Site does not present a "picture" of the school.</li> <li>• No content of school activities or pictures are present</li> <li>• No mission or philosophy statement is present</li> <li>• No school history is present</li> <li>• No principal statement is present;</li> <li>• School or student handbook not present</li> </ul>	<ul style="list-style-type: none"> <li>• School activities, mission or philosophy statement included</li> <li>• Principal's statement included</li> <li>• Handbook, or history may be present, but not comprehensive</li> <li>• Site presents a fair picture of the school</li> </ul>	<ul style="list-style-type: none"> <li>• Site is content 'rich'</li> <li>• School/student activities, mission or philosophy statement included</li> <li>• Handbook included</li> <li>• History and principal's statement are all present and current</li> <li>• A clear picture of school life is evident</li> <li>• Links to Community Resources</li> </ul>	
<b>Design</b>			<b>Score</b>
<b>0 - 5</b>	<b>6 - 10</b>	<b>11 - 15</b>	
<ul style="list-style-type: none"> <li>• Pages do not show evidence of overall design or layout</li> <li>• Graphics and logos are poor quality</li> <li>• Text is difficult to read</li> </ul>	<ul style="list-style-type: none"> <li>• Page show some evidence of overall design or layout</li> <li>• Consistent use of colors, backgrounds, fonts, or icons</li> </ul>	<ul style="list-style-type: none"> <li>• Pages show clear evidence of overall design themes</li> <li>• Graphics are of high quality and fast to load</li> <li>• Text is easv to read in</li> </ul>	

<ul style="list-style-type: none"> <li>• Page design changes throughout the site</li> <li>• Graphics are excessive and distracting</li> </ul>	<ul style="list-style-type: none"> <li>• Graphics are mostly of good quality</li> <li>• Text is mostly legible but not entirely consistent.</li> </ul>	all instances.	
---	--	----------------	--

<b>Navigation</b>			<b>Score</b>
<b>0 - 3</b>	<b>4 - 6</b>	<b>7 - 10</b>	
<ul style="list-style-type: none"> <li>• Navigation is missing or inconsistent</li> <li>• Different methods of navigation are used</li> <li>• User feels lost or stranded; buttons or links do not act predictably</li> <li>• User must use "Back" or "Go" buttons in browser to navigate</li> <li>• Frames (if used) are not targeted correctly and create confusion</li> <li>• No link to district home page</li> </ul>	<ul style="list-style-type: none"> <li>• Buttons and text links usually work predictably</li> <li>• Some inconsistency with navigation conventions</li> <li>• User might need to resort to browser controls for navigation in some cases</li> <li>• Frames (if used) are mostly consistent but do not contribute to navigation and user experience</li> <li>• Link to school / district home page is present but may not be used consistently throughout site</li> </ul>	<ul style="list-style-type: none"> <li>• Navigation is consistent</li> <li>• Buttons and links work predictably</li> <li>• Navigation conventions are clear</li> <li>• User is never lost or stranded</li> <li>• Frames (if used) are targeted correctly and aid in navigation and user experience</li> <li>• Main links are repeated at the bottom of every page</li> <li>• Links to district home page are present and consistently used throughout site</li> </ul>	

<b>Timeliness</b>			<b>Score</b>
<b>0 - 3</b>	<b>4 - 6</b>	<b>7 - 10</b>	
<ul style="list-style-type: none"> <li>• Pages are rarely updated</li> <li>• Old projects are presented as new or current</li> <li>• E-mail addresses or home pages of staff no longer at the school are present</li> <li>• Published dates for upcoming projects are already past</li> <li>• Pages with "under construction" messages are common and not</li> </ul>	<ul style="list-style-type: none"> <li>• Pages are updated infrequently</li> <li>• Some "under construction" messages persist</li> <li>• E-mail and home page addresses are mostly current</li> <li>• Some project dates are past</li> <li>• Teachers identified in a specific grade /subject /department may have moved to another</li> </ul>	<ul style="list-style-type: none"> <li>• Pages are updated regularly</li> <li>• Material is dated correctly</li> <li>• E-mail addresses or home pages for staff are current</li> <li>• Ongoing projects are truly current</li> <li>• No "under construction" messages</li> </ul>	

updated			
<b>Parents</b>			<b>Score</b>
<b>0 - 3</b>	<b>4 - 6</b>	<b>7 - 10</b>	
<ul style="list-style-type: none"> <li>No Parents section is present</li> <li>Parents section is not current and does not provide methods for parental input or contact</li> <li>Links to sites for parents are not present</li> </ul>	<ul style="list-style-type: none"> <li>Parents section is present but does not include information about ongoing projects</li> <li>Minimal parental input options are present (e.g., phone numbers)</li> <li>Newsletter is not published consistently</li> <li>PTA / SIC represented</li> <li>Some links to parent sites are present</li> </ul>	<ul style="list-style-type: none"> <li>Parents section is current</li> <li>Parental involvement is encouraged with multiple methods for input (e.g., phone, e-mail, suggestion box form, bulletin board, etc.)</li> <li>Ongoing projects are listed</li> <li>Newsletter is published consistently</li> <li>PTA / SIC pages present and complete</li> <li>Links to parent sites are present.</li> </ul>	

<b>School Calendar</b>			<b>Score</b>
<b>0 - 3</b>	<b>4 - 6</b>	<b>7 - 10</b>	
<ul style="list-style-type: none"> <li>No school activity calendars are present</li> <li>Activity calendars are out of date</li> </ul>	<ul style="list-style-type: none"> <li>School activity calendar is present but links to district calendars are not</li> <li>Activity calendars are mostly up to date but may omit some events</li> </ul>	<ul style="list-style-type: none"> <li>School activity calendars are always up to date and reliable</li> <li>They are updated frequently</li> <li>Links are provided to district and other calendars</li> </ul>	

<b>Staff Directory</b>			<b>Score</b>
<b>0 - 3</b>	<b>4 - 6</b>	<b>7 - 10</b>	
<ul style="list-style-type: none"> <li>No staff directory is present</li> <li>Staff directory does not provide ways to contact staff (e.g., e-mail, phone).</li> </ul>	<ul style="list-style-type: none"> <li>Staff directory is present but not always current</li> <li>Does not include all staff members</li> <li>Contact information is mostly provided</li> </ul>	<ul style="list-style-type: none"> <li>Staff directory is current and lists all staff, including itinerant staff</li> <li>Contact information is complete</li> </ul>	

<b>Student Work</b>			<b>Score</b>
<b>0 - 3</b>	<b>4 - 6</b>	<b>7 - 10</b>	
<ul style="list-style-type: none"> <li>Few, if any, student</li> </ul>	<ul style="list-style-type: none"> <li>Some student work is</li> </ul>	<ul style="list-style-type: none"> <li>Student projects are a</li> </ul>	

<ul style="list-style-type: none"> <li>projects are published</li> <li>Projects are limited to basic home pages</li> <li>Projects show limited editing or proofing</li> </ul>	<p>present</p> <ul style="list-style-type: none"> <li>Teacher-created information about student projects (rather than actual student work) predominates</li> <li>Student projects are limited to only a few classes or individuals (e.g., only a few teachers or classes are involved)</li> <li>Some ongoing projects (such as literary magazines) are present</li> <li>Projects show some evidence of editing and proofing</li> </ul>	<p>significant feature</p> <ul style="list-style-type: none"> <li>Projects are from a variety of classes, levels, or individuals</li> <li>Projects feature original student work, including drawings, writing, photographs, videos, etc.</li> <li>Projects are related to curriculum</li> <li>Ongoing projects are present</li> <li>Projects show strong evidence of editing and proofing</li> </ul>	
<b>Legal/Guidelines</b>			<b>Score</b>
<b>0 - 1</b>	<b>2 - 3</b>	<b>4 - 5</b>	
<ul style="list-style-type: none"> <li>Copyrighted images are used without permission</li> <li>Pages do not comply with district guidelines</li> </ul>	<ul style="list-style-type: none"> <li>Copyrighted images are used with permission but not always clearly credited</li> <li>Pages mostly comply with district guidelines</li> </ul>	<ul style="list-style-type: none"> <li>Copyrighted images are used with permission and clearly credited</li> <li>All pages comply with district guidelines</li> </ul>	