ASCE Outstanding Younger Member Digital Outreach

Introduction:
The purpose of the Younger Member Group (YMG) Digital Outreach Award is to promote and encourage Younger Member Groups (YMG) to host a website and utilize social media to share information with their members.

Rules:
- The Younger Member Group website may be hosted on the same domain as their respective Section or Branch or on a separate domain.

- The YMG Award category definitions:
  - Large YMG – Section YMG whose Section membership is greater than 1,500 or a Branch YMG whose Branch membership is greater than 1,000.
  - Small YMG – Section YMG whose Section membership is 1,500 and less or a Branch YMG whose Branch membership is 1,000 and less.

- The website shall be judged and rated on three components: Format, Content and Special Features. Points will be assigned for the three major components as described in each section.

- All nominators shall read and acknowledge the following:
  - All websites will be reviewed anytime online between February 1 and May 1 of the award year.
  - All websites must have a last edited date within the award year.

- Points will be distributed as follows:
  - **Web Format Evaluation Criteria (up to 20 points):**
    - Ease of navigation
    - Use of official ASCE logo/shield
    - Attractive design/layout- Effective use of space
    - Attractive design/layout- Effective use of graphics/banners to convey important information
    - Attractive design/layout- Deduct for articles and graphics which appear cluttered or in disarray.
    - Clear consistent style - No more than 3 fonts should be used on any page
    - Information loads in a timely manner
    - If special applications such as java applets or video content, links to viewers or alternate standard formatting is provided.
  - **Web Content Evaluation Criteria (up to 30 points):**
    - Timely information
    - Most important/newsworthy articles are featured on the home page
    - Correct grammar and spelling
- Regional and national issues
- Newsletter or regular email distribution is on web site
- Link or article about the Regional Younger Member Council
- Hotlinks – Section, Branch or Region
- Hotlinks – Student Chapters
- Calendar of upcoming events
- YMG officers and committee chairs with contact information
- Recognition of current local achievers/awardees
- Technical or oral presentations from members (must be within the year of the award)
- Message from the Chair (must be dated within the year of the award)
  Membership information (how to become an ASCE member)
- Feedback page
- Link to ASCE national web site and CYM website
- Photo album

  - **Special Features Evaluation Criteria (up to 10 points):**
    - Current Job Listings
    - Any unique features/articles
    - Active Discussion Groups

  - **Social Media Evaluation (up to 40 points):**
    - Number of Social Media Accounts (At least 2) – 10 possible points
    - Number of posts for the year (Minimum of 10 posts) – 10 possible points
    - Engagement of posts – 10 possible points
    - Diversity of posts, different activities – 10 possible points
Outstanding Younger Member Group Digital Outreach

Group Online Presence Information:

<table>
<thead>
<tr>
<th>Category: (Larger or Smaller Younger Member Group)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Younger Member Group:</td>
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<tr>
<td>Website URL:</td>
</tr>
<tr>
<td>Website best viewed with which browser?:</td>
</tr>
<tr>
<td>Is the website part of the Section/Branch website, or a separate domain maintained by the YMG?</td>
</tr>
<tr>
<td>Facebook URL:</td>
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<tr>
<td>Instagram Handle:</td>
</tr>
<tr>
<td>Twitter Handle:</td>
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<tr>
<td>Linkedin URL:</td>
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<tr>
<td>Please provide a link to the group’s most popular post.</td>
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<tr>
<td>Please provide any social media analytics for the group’s Facebook page, LinkedIn page, etc. if available.</td>
</tr>
<tr>
<td>Are website and social media accounts maintained by a Younger Member, or IT professional?</td>
</tr>
<tr>
<td>Name of social media coordinator and/or webmaster (if Younger Member):</td>
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<tr>
<td>Leadership position of social media coordinator and/or webmaster (if Younger Member):</td>
</tr>
</tbody>
</table>

Nominator’s Information

Name:
Position:
Address:
Email:
ASCE Member ID No:
Telephone:

Submission instructions:

Submit this form by **February 1** to **youngermember@asce.org**