



## 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:

Category: (Larger or Smaller Younger Member Group)	
Younger Member Group:	
Website URL:	
Website best viewed with which browser?:	
Is the website part of the Section/Branch website, or a separate domain maintained by the YMG?	
Facebook URL:	
Instagram Handle:	
Twitter Handle:	
Linkedin URL:	
Please provide a link to the group's most popular post.	
Please provide any social media analytics for the group's Facebook page, LinkedIn page, etc. if available.	
Are website and social media accounts maintained by a Younger Member, or IT professional?	
Name of social media coordinator and/or webmaster (if Younger Member):	ASCE Member ID No(s):
Leadership position of social media coordinator and/or webmaster (if Younger Member):	

### Nominator's Information

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

### Submission instructions:

Submit this form by **February 1** to [youngermember@asce.org](mailto:youngermember@asce.org)