# 2017 PCA Website Contest

## Official Rules

### Eligibility

The contest is open to all PCA Regions and Zones. You must have an existing website that corresponds to the submitted entry.  The website must remain in effect from the time of submission and for the duration of the judging period.  Previous contest winners are eligible to participate and may use the same website as previously submitted or a new website.

### Purpose

The contest allows Regions and Zones of PCA to compete with each other for recognition of the hard work that goes into the development and on-going administration of their websites.  The Region and Zone websites are important tools for communicating with PCA members.  They are also of great value in reaching out to prospective members and promoting PCA.  The contest helps bring awareness of ideas, trends and helpful features to the various Regions and Zones. It provides a fun way to showcase all the creativity and diversity that goes into the development the Region and Zone websites.

### Requirements

One entry per Region or Zone will be permitted.  A submitted website must be active and publically available via the internet at the time of submission.  As is the nature of the web, A Region's or Zone's website can be changed over the duration of the contest.  However, the judging will be done based on the observation of the website at the time the judges perform their duty.  This time is at the discretion of the participating judges and will take place over the timeline mentioned below.

### Reserved Rights

- The decision of the judges is final.
- PCA Reserves the right to modify the contest rules and/or submission procedures, as deemed necessary should a technical issue arise during the competition.
- PCA reserves the right to make clarifications with regards to the contest rules as deemed necessary.

### Guidelines

1. Your website doesn't have to be something you've recently created or redesigned.  All Region and Zone websites are eligible, even existing ones from prior years. You are enthusiastically encouraged to participate.
2. Webmasters may make any changes they want at any time, even during the contest. However, the judging period is finite and sites will be judged at the judges' convenience. So it would be wise to have your website up-to-date and ready for the entire period of judging. If you are planning a major rebuild, it would be best to complete it before the judging period or wait until it is over.
3. All PCA Region and Zone Websites are eligible for the contest, but they must formally enter by filling in the web-based entry form and submitting it.
4. Trophies will be awarded to the placing webmasters at Parade in Spokane, WA.

5. The exact date of the awards presentation is not available at this time but be sure to check the Parade website for schedule updates. Presentations are usually done during an awards ceremony at one of the evening banquets.
6. The number of trophies in each class will depend upon the number of entries received.
7. You do not need to be present to win. Awards for winners who are not present, will be given to a representative of your region if present, or sent via courier to the winners, after Parade is over.
8. Keep in mind that the PCA Website Contest is a friendly contest among club members for comparison use and friendly rivalry only. Websites and web technologies are changing rapidly. A strong result in previous years does not guarantee a strong finish this year. While some webmasters are satisfied just to have their sites critiqued, others are results-oriented. If you are in that second category, bring you're A-game but realize that several other webmasters will be doing the same.

## How To Enter

The entry form for the 2017 Website Contest will be electronic as in years past. All entries will be via a Google Document and available via browser only. To enter the contest, complete the online form located here.

https://docs.google.com/forms/d/e/1FAIpQLSf7ESAiSgICy2c_Anp8KamoETMbaO2X9mZV_z3Acz6h3IVGaw/viewform

To Enter:

1. Fill out the form as completely as possible:
   a. with the name of your webmaster,
   b. a current e-mail address,
   c. the Region he or she is representing,
   d. which class (determined by Region membership numbers or by Zone),
   e. if your Region has a "members-only" area supply a username and password that the judging committee may use,
   f. and links to the appropriate page on your site for the judge to MOST easily find the features being asked for.
2. Write a short essay for the tie-breaker section describing how your website has contributed to member recruitment and retention.
3. Complete your entry by clicking the "Submit" button on the last page of the Entry form.
4. If you do not receive a confirmation from the Contest Chair within 48 hours of sending, please contact him immediately.

If you have trouble accessing or completing the form, please contact the Website Contest Chair at:
donr@national.pca.org

# Judging Criteria and Scoring

A group of judges, PCA members with distinguished web-writing, editing and design experience, will evaluate each website entered and assign a 0-5 score for the following categories:

1. **Overall Site Design (theme)**: Site is engaging, with clear purpose, good organization and layout. Consistent use of themes, colors, fonts. Effective use of multimedia.
2. **Site Navigation**: Easy to use, with well-organized navigation groupings, and concise text and/or images. Consistent use of navigation on all pages.
3. **Responsive Layout**: Site is designed for optimal display and scales the user experience to the type of device being used (laptop, phone, tablet).
4. **Home page**: PCA themed design with clear indication of region and zone affiliation. Display of featured current content that engages existing and prospective members. PCA and Zone logos should be clearly displayed with links to PCA.org and Zone websites as appropriate.
5. **News and Activities**: Site has an abundance of content relevant to past and future activities and is kept up to date with new posts, calendar updates, images, etc.
6. **Region Calendar**: Current listing of Region's upcoming events displayed in a dedicated calendar page and/or on the home page.
7. **National Calendar**: Link to national calendar (https://www.pca.org/events).
8. **Officer Contacts**: Region or Zone officer contacts (with ability to contact each officer)
9. **Photo Gallery**: User-friendly photo gallery (organized by event or category, with captions that describe the events and photos)
10. **Searchability**: Site is easily found via popular search engines and displays properly on popular browsers and devices.
11. **Region Newsletter**: Accessible online via the website (with access to back issues).
12. **Social Media:** Strong integration with popular social media (e.g. Facebook, Instagram, Twitter), via links and/or content feeds displayed on the website. Social media feeds should be active with profiles that link back to the region website where appropriate.
13. **Region Information ("About Us")**: Page or content describing the flavor and event-emphasis of the Region or Zone with an emphasis on enticing new members.
14. **Online Event Registration**: Easily accessed and user-friendly (either online form or through a recognized registration firm such as (but not limited to) motorsportreg.com or clubregistration.net).
15. **Goodie Store**: Available via website (or 3rd party website) with ability to see merchandise and place orders.
16. **Sponsors/Supporters**: Effective use of links to Region or Zone sponsors and supporters.
17. **"Join PCA" Information**: link and page describing the advantages of joining PCA.
18. **Member Content Submission**: Guidelines for both website and newsletter content submission
19. **Classified Advertisements**: Available online with ease of access, visually appealing, and instructions on ad submission.
20. **Region or Zone Reference Info**: Link or page for reference materials (such as event chair guidelines, autocross maps, etc.).

**Tie-breaker:** Describe the importance of your website and its overall impact on your region, both for members and prospects.

Regions compete in one of five contest classes, based on membership size, according to the PCA national membership records as of December 31st of the specified year. Zone websites will be judged in their own class

Each of the twenty categories will be scored using points in the range of zero to five (0-5), with zero being the lowest, meaning the category is not present, and five being the highest, meaning all the features in that category are deems to be excellent.

The scores from the judges will be totaled for each entry, and awards are given to the top finishers in each class, dependent upon the number of entries.  Judges will provide written feedback and suggestions for improvement to each Webmaster who enters the contest.

In the event of a tie, the points awarded on the tiebreaker essay question will be used to determine the winners.

In addition to class awards, we will continue with the perpetual **PCA Best Overall Region Website Trophy**, awarded to the Region website given the highest total score by the judges. This award does not duplicate any of the class winners. This will be for the website with the highest *overall* score, regardless of class. The best overall site will then be separated from its class and the next highest scoring site will be designated first in class, with all other ranked sites in class moving up one place.  The **PCA Best Overall Region Website** perpetual trophy is retained at PCA headquarters, inscribed with each winning Region's name. A separate "keeper" trophy will be awarded to each winning Webmaster.  Zone websites are not eligible for this award.

Because of the nature of the web, Webmasters may update their website's content and design at any point during the year, including the allotted judging period. However, the judges' scores are based on the Region website's online view, as the judge is scoring. Webmasters may not request the judging wait until a new feature is added, or an old one is deleted.

The judges' scores and comments will be sent to you after the contest so you will be able to read their impressions of your website and review any suggestions for improvement.

# Classifications

## Class I (1-99)

Absaroka
Alaska
Ark-La-Tex
BC Interior
Big Sky
California Inland
Carrera
Central Iowa
Coastal Bend
Dakotas
Finger Lakes
Golden Empire
Keystone
Living Skies Prairie
Llano Estacado
Ozark Lakes
Shasta
Southern Indiana
Sudenvolk
West Texas
White River Region
Wilderness Trail
Yellowstone

## Class II (100-199)

Blue Ridge
Bluegrass
Cascade
Central Wisconsin
Down East
Fox Valley
Green Mountain
Hawaii
Heart O'Dixie
High Desert
Lincoln Trail
Magnolia
Maumee Valley
Michiana
Motorstadt
North Florida
Ocmulgee
Olympic Peninsula
Ozark
Pocono
Polar
Red River

Schonesland
Sequoia
Smoky Mountain
Sonnenschein
Tennessee
War Bonnet
Whiskey Bay
Wichita
Yosemite

## Class III (200-399)

Acadia
Alabama
Alpine Mountain
California Central Coast
Central New York
Cimarron
Coastal Empire
Delaware
Eastern Buckeye
Everglades
Grand Prix
Great Plains
Hudson Champlain
Hudson Valley
Inland Northwest
Intermountain
Jersey Shore
Kentucky
Las Vegas
Loma Prieta
Longhorn
Mardi Gras
Mid-South
Monterey Bay
Musikstadt
Palmetto
Puerto Rico
Rally Sport
Riverside
Roadrunner
San Gabriel Valley
Shenandoah
Sierra Nevada
Silver Sage
Southern Arizona
Vancouver Island
Western Michigan
Wild Rose

## Class IV (400-799)

Allegheny
Canada West
Central Indiana
Central Pennsylvania
Chesapeake
Diablo
First Settlers
Florida Citrus
Florida Crown
Hill Country
Hurricane
Kansas City
Mid-Ohio
Milwaukee
Niagara
Nord Stern
North Country
Northern Ohio
Ohio Valley
Redwood
Sacramento Valley
Santa Barbara
Schattenbaum
Southeast Michigan
Space Coast
St. Louis

## Class V (800 or more)

Arizona
Carolinas
Chicago
Connecticut Valley
Gold Coast
Golden Gate
Lone Star
Los Angeles
Maverick
Metropolitan New York
Northeast
Northern New Jersey
Orange Coast
Oregon
Pacific Northwest
Peachstate
Potomac
Rennsport
Riesentoter
Rocky Mountain
San Diego
Suncoast
Upper Canada

## Timeline

The following timeline will be used for the 2017 Website Contest

- Contest entries will be accepted through April 2, 2017
- Judging will take place from April 3, 2017 through April 30, 2017
- Winners and awards announced at Porsche Parade July 9-15, 2017

If you have any problems submitting your entry, please contact the Website Contest Chair immediately at donr@national.pca.org

All entries will be confirmed by the contest chair within 48 hours of receipt.  The confirmation will be to the email address(es) provided on the entry form.  If you do not receive a confirmation of your entry, please contact the Website Contest chair.

## Contact Information

The 2017 PCA Website Contest Chair is Don Roof.  He may be contact at donr@national.pca.org