AASPA: Human Resource Digital Branding Development Award

The Human Resources Digital Branding Development Award is given to school districts whose personnel or human resources department has most effectively managed to leverage the power of at least one digital venue to tell their district's human resources story and provide communication to and gather information from current and prospective employees. Nominations must include the addresses to one (or more) of the following: Human Resources website, HR Twitter handle, HR Instagram handle, HR Facebook page, HR Linkedin account, etc. Nomination and evidence should show an HR digital branding focus.

Documentation for each category is required.

Element	Distinguished (4 points)	Satisfactory (3 points)	Minimal (2 points)	No Evidence (1 point)	Score
Content	Content of digital presence is engaging, relevant, and appropriate for the audience. It is clear, concise, informative and useful to current and future employees.	Content of digital presence is somewhat engaging and relevant. It is appropriate for the audience. It is somewhat clear, concise, informative and useful to current and future employees.	Content of digital presence provides basic information, but lacks engagement and is unclear.	Content of digital presence does not meet the needs of current or future employees.	
Structure and Navigation	The framework of the site/application, organization of the content, prioritization of information and method in which you move through the site/application is consistent, intuitive, interactive and transparent. There is easy access to the breadth and depth of the digital content.	The framework of the site/application, organization of the content, prioritization of information and method in which you move through the site/application is somewhat consistent and intuitive. There is access to the breadth and depth of the digital content.	The framework of the site/application, organization of the content, prioritization of information and method in which you move through the site/application is inconsistent. There is minimal access to the breadth and depth of the digital content.	The framework of the site/application, organization of the content, prioritization of information and method in which you move through the site/application is unclear and not accessible.	
Visual Design	The visual design of the digital content is high quality, appropriate and relevant for the audience and the message it is supporting.	The visual design of the digital content is of average quality, appropriate and relevant for the audience and the message it is supporting.	The visual design of the digital content is of average quality, appropriate and has marginal relevancy for the audience and the message it is supporting.	The visual design of the digital content lacks relevancy and/or is inappropriate.	
Brand Integration	The district's brand easily integrates into the site/application. The brand is clear in sharing who your district is, what it stands for and what makes you unique. The brand resonates throughout the digital presence.	The district's brand somewhat integrates into the site/application. The brand is somewhat clear and moderately present throughout the digital presence.	The district's brand minimally integrates into the site/application. The brand lacks clarity and is minimally present throughout the digital presence.	The district's brand is not integrated into the site/application. The brand is unclear and not present throughout the digital presence.	
Overall Experience	The overall experience with the site/application includes content, visual design, functionality, interactivity and structure and navigation that stands out among other district venues.	The overall experience with the site/application includes content, visual design, functionality, interactivity and structure and navigation that somewhat stands out among other district venues.	The overall experience with the site/application includes minimal content, visual design, functionality, interactivity and structure and navigation.	The overall experience with the site/application is missing one or more of the following: content, visual design, functionality, interactivity and/or structure and navigation.	

TOTAL SCORE