



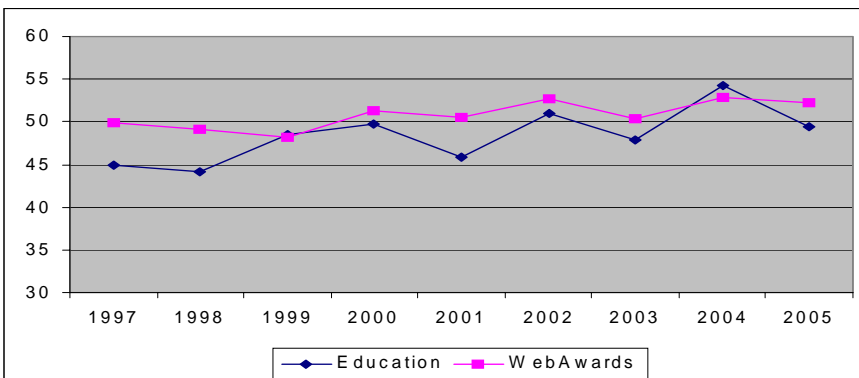
# WebAward Internet Standards Assessment Report

## Education Industry Benchmark Results

### Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

<u>Year</u>	<u>Ed</u>	<u>WebAwards</u>
1997	44.9	49.9
1998	44.1	49.1
1999	48.5	48.2
2000	49.7	51.3
2001	45.8	50.5
2002	51	52.7
2003	47.8	50.4
2004	54.2	52.9
2005	49.4	52.2

Score out of a possible 70 points

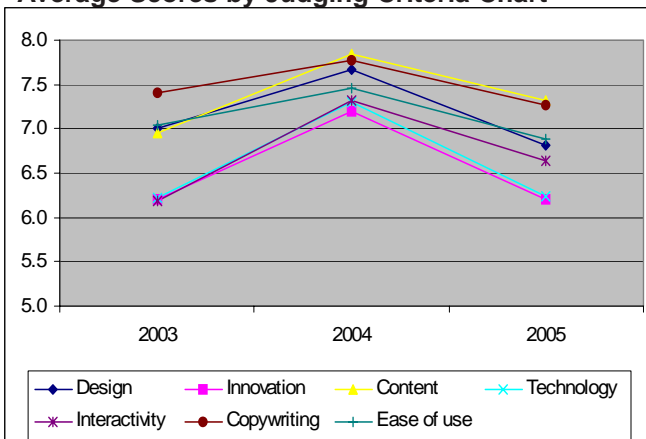


### Average Scores by Judging Criteria

	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>Total</u>
Design	7.0	7.7	6.8	7.2
Innovation	6.2	7.2	6.2	6.5
Content	7.0	7.8	7.3	7.4
Technology	6.2	7.3	6.2	6.6
Interactivity	6.2	7.3	6.6	6.7
Copywriting	7.4	7.8	7.3	7.5
Ease of use	7.0	7.5	6.9	7.1

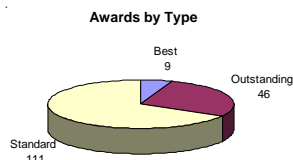
Score out of a possible 10 points

### Average Scores by Judging Criteria Chart

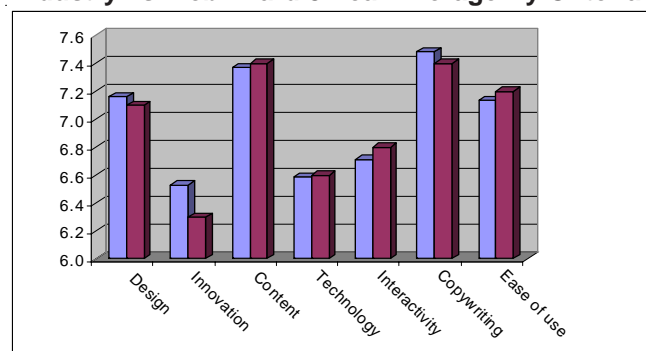


### Commentary

Education Web sites as an industry have not lived up to the ISAR Index for Web development. Education average scores have only been above average twice since the WebAwards began (1999 and 2004). Education sites actually compare very closely to the overall criteria standards. However, they rarely exceed the standards set by the online community. Some education Web sites continue to stand out. Disney's Hot Shot Business won Best of Show in 2003 and repeated as Best Education Web site in 2005. Overall it's evident that the education industry has a lot to learn about Web site development.



### Industry vs WebAward 3-Year Average By Criteria



### Best of Industry Winners

<u>Year</u>	<u>Winner</u>	<u>Web site</u>
2005	Disney Online	Hot Shot Business
2004	General Motors	GMability Education
2003	Disney Online	Hot Shot Business
2002	Freddie Mac	Your Route to Homeownership
2001	IGCN	eTech Planner
2000	Addison	Educational Testing Service
1999	Strategic Interactive Group	www.harcourt.com
1998	DDB Needham	Space Day
1997	Video Placement Worldwide	VPW Classroom Info Network

### About this Report

The Web Marketing Association has collected industry Web site development benchmark data since 1997 through its WebAward program. Multiple independent judges review and score each site from 0-10 points on each of seven criteria for a possible 70 points. Best of Industry WebAward is given to the site that scores highest in the industry. The views of this report are based on observations of aggregated industry data and do not reflect the results for any particular Web site unless noted. For complete information, go to [www.webaward.org](http://www.webaward.org)



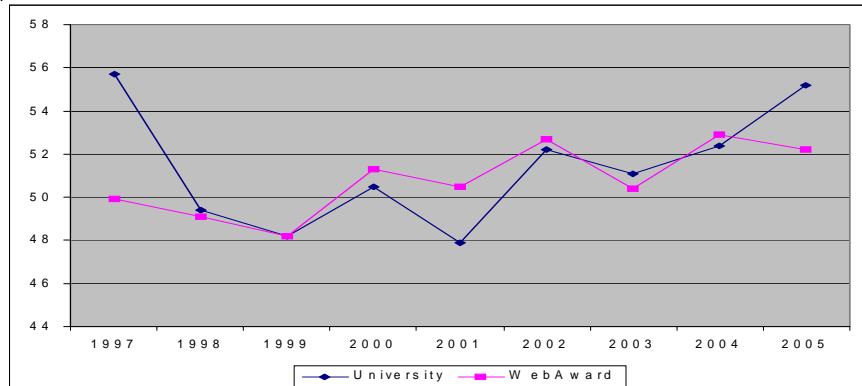
# WebAward Internet Standards Assessment Report

## University Industry Benchmark Results

### Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Univ	WebAward
1997	55.7	49.9
1998	49.4	49.1
1999	48.2	48.2
2000	50.5	51.3
2001	47.9	50.5
2002	52.2	52.7
2003	51.1	50.4
2004	52.4	52.9
2005	55.2	52.2

Score out of a possible 70 points

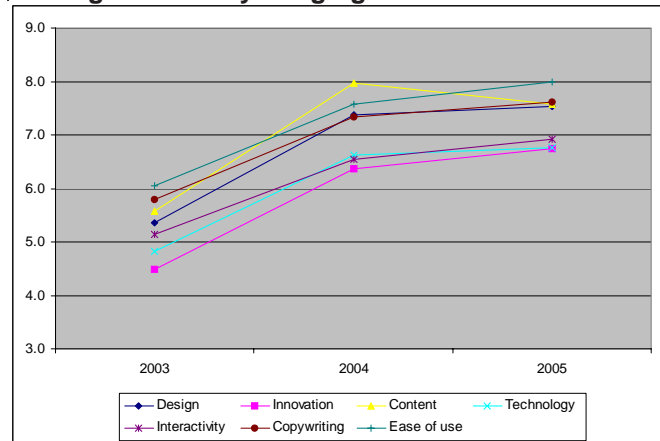


### Average Scores by Judging Criteria

	2003	2004	2005	Total
Design	5.3	7.4	7.5	6.8
Innovation	4.5	6.4	6.7	5.9
Content	5.6	8.0	7.6	7.0
Technology	4.8	6.6	6.8	6.1
Interactivity	5.1	6.6	6.9	6.2
Copywriting	5.8	7.3	7.6	6.9
Ease of use	6.0	7.6	8.0	7.2

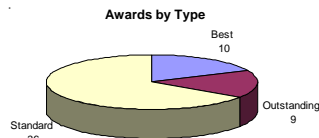
Score out of a possible 10 points

### Average Scores by Judging Criteria Chart

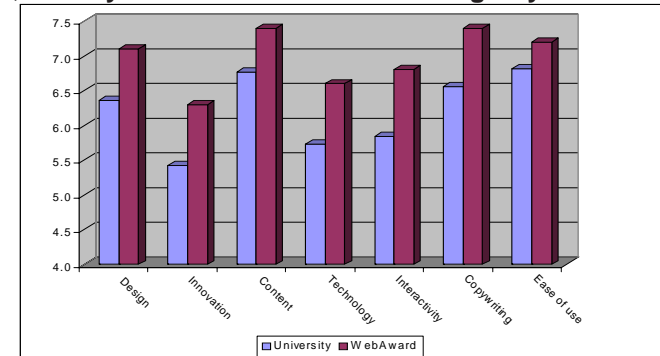


### Commentary

University Web sites are generally in line with the ISAR Index with the exception of significant under performance in 2001. However, they significantly lag the 3-year criteria averages across the board. University Web development sits in between a generally conservative, fiscally-minded administration and an extremely Web-savvy student body. The best university Web sites have been able to overcome this gap and provide a wide range of information and tools, such as online registration, to their students and perhaps even more importantly their perspective students.



### Industry vs WebAward 3-Year Average By Criteria



### Best of Industry Winners

Year	Winner	Web site
2005	Geary Interactive	San Diego State University Timeline
2004	School of Visual Arts	School of Visual Arts Website
2003	160over90	Chestnut Hill College Admissions Site
2002	University of Houston	University of Houston - Division of University Advancement
2001	Interactive Media Associates	The Juilliard School
2000	University at Buffalo	University at Buffalo Admissions
1998	EdgeNet Media	Belmont University
1998	Lisboa	The George Washington University Executive MBA Program
1998	M-CARE	M-CARE Online
1997	CKS Partners	Visa RankIt Web Site

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