

WAGGY COMMITTEE

The WAGGY Awards program was created by CWAG in 1999 to recognize aesthetic and service excellence in Attorney General websites. Each year, a committee comprised of volunteers from the member offices in the conference reviews the websites and selects the very best in the categories of Best Overall, Website Leadership, Consumer Outreach, Crime Fighting, and other special categories.

With the ongoing advances in technology, government websites need to keep pace to better enable the public to access information, obtain needed services, and conduct government business efficiently.

The WAGGY Awards are an annual tradition, highly prized by the member offices, and hailed as an incentive and reward for excellence in the public websites of Attorneys General Offices.

Aimee Stephenson

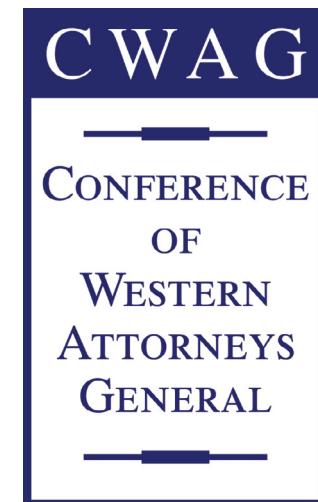
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WAGGY AWARDS CRITERIA



Site Design

Fundamental Design:

- Has all graphics and internal links are in working order. Exceptions will be made for broken external links, as long as the number of occurrences are minimal.
- Is void of any browser errors, such as JavaScript or Java applet errors.
- Is viewable in most recent versions of Internet Explorer and other commonly used browsers, unless the site explicitly claims to be accessible to only one type of browser..
- Is ADA complaint and accessible to all.

Advanced Design should:

- Is clear and easy to understand navigation, well defined navigation buttons/menus and their destination.
- Has optimized graphics and documents to download quickly or within a reasonable amount of time.
- Has a front or main page that has no or minimal advertising banners, such as banner rotation programs and link exchanges, unless they advertise the site's own innovation.
- Has a uniform appearance as the user navigates throughout its pages. Uniformity does not require duplication of design, but design and layout of the site should reflect good planning and consistency.



Site Content

- Contains sufficient breadth of information and access to other resources to enable the user to obtain answers to questions or to complete transactions with the office electronically.
- Contains a substantial amount of native content while also delivering good linkage to external information that adds value for users and complements the mission and functions of the Office.
- Should be up to date within a reasonable timeframe, at least within the award year.



Site Purpose

- Should reflect the mission of the Attorney General and the responsibility of the Office to deliver information and services to the public.
- Reflects the value of the website as an essential tool to communicate with, educate, and seek input from the public on present day issues, problems, and measures to ensure public safety and welfare.
- Displays a knowledge and understanding of the diverse population and needs served by the Attorney General.

Site Innovation

- Includes creative thinking, constructing out of the box and paving new ground
- Implements future website trends and ideas.

- Leads others into the next generation of customer service and information sharing.



Main Award Categories

Best Overall

Best Redesign/Biggest Stride

Best Consumer Services/Outreach

Language Diversity

Other Past Award Categories*

Best Online Services/Technology

Best Crime Fighter

Best Site for Job Seekers

Best Social Media

Mobile Friendly

Going Green

Best Youth Services

Website Leadership

**Please note: These categories are not awarded every year. They are awarded at the committee's discretion for websites that excel in these areas.*