



Site Name: National Education Association
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Site Contact: 202-833-4000
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The primary objective of this project is to experience the procedures and tools used to evaluate a website to help an educational organization or school improve the quality of it.

Overview:

The National Education Association (NEA), as the website describes, is the largest professional employee organization in the nation. NEA is committed to promoting the cause of public education from pre-school to graduate programs, representing approximately three millions of members at every level of education. NEA believes that equal opportunities in public education are the best way to enhance student's future potential, independence, and character based on their human and civil rights. They also believe that the expertise and judgment of education professionals are fundamental to student success. Therefore, NEA is committed to maintaining and promoting the highest standards of education for all professionals "National Education Association (2002-2017). NEA's Vision, Mission, and Values. Retrieved from URL: <http://www.nea.org/home/19583.htm>." NEA is the voice of every education professional toward creating and maintaining great public schools for all students to become successful in a diverse and independent world "National Education Association (2002-2017). Our History. Retrieved from URL: <http://www.nea.org/home/1704.htm>". NEA partners with many affiliate organizations in more than 14,000 communities throughout the states to promote cooperation with parents, families, communities and other representatives to guarantee the quality of public education and student success "National Education Association (2002-2017). About NEA. Retrieved from URL: <https://www.nea.org/home/2580.htm?cpsessionid=SID-0E8999E9-E697986A>."

Purpose of Site

The main objective of the website is to educate and inform education professionals, parents, and other NEA affiliates. NEA.org provides access to the latest news about what issues and actions are taking place in education throughout the country, ideas and resources for the classroom,

upcoming grants and events, benefits, and more. NEA.org website also provides relevant contact information of representatives in each state that education professionals can use as a support system. Besides, it has a dedicated page to support parents through many guides with an aim at promoting parent-teacher cooperation toward children success in school.

Target Audience(s) of Site

This website intends to reach out to teachers, school administrators, parents, and stakeholders. It is also used for adult students that would like to become part of the education system in many different capacities in the future and for adult ESL parents that would like to become knowledgeable about the United States educational system.

Content (general categories) included

The general categories in the Home page are:

- Issues and Action
- Tools and Ideas
- Grants and Events

Top Menu Categories are:

- About
- Press center
- Affiliates
- Parents
- Join NEA
- NEA Today

Techniques employed (e.g. sound, interactivity, animation, color, etc.)

This website was developed in Web 2.0. It has no sound unless you play some of the embedded videos. Interaction can be possible by the use of email, different forms such as subscription, messages, and social media such as Instagram, Twitter, Pinterest, Facebook, YouTube, and RSS reader is also available. As animation goes, main menus drop down and the rest of the hyperlinks underline as the mouse scrolls over them. Pictures are showing in a sequence right in the home page that relates to the latest news. The website colors from the background to the front are white, blue, and a combination scheme of off-white, green, orange, and burgundy in the main pages. Fonts are easy to read with an average size. Colors of the heading match the color scheme of a given page and the content's font color is black.

Methods

Evaluation Instruments

There were two evaluation instruments recommended to use for this assignment. The first one used was the Content Validity Scale© CVS (Arnone & Small, 1999). This scale was designed to screen websites' appropriateness and authenticity. CVS examines ten questions ranked on a scale of 1 to 5. 1 being at the lowest end of the scale, indicates that the evaluator Strongly Disagrees and 5 being the other extreme of it, shows that the evaluator Strongly Agrees with the fact. The scores are summed for CVS total score that can be up to 50.

The second instrument used was the WebMAC Professional (v.2.0.) It was designed to be used by professional educators, Web designers, and others to evaluate how stimulating (S), meaningful (M), organized (O), and easy to use (E) a given website is. This instrument has a total of 32 statements which can be graded in a 0 to 3 scale; 0 indicates that the evaluator Strongly Disagrees and 3 means that he/she Strongly Agrees. There is also the N/A category which states that the fact does not apply to a particular website. The total scores of S, M, O, and E are summed. Then, the summed score of S and M yields a V score (motivation score). The O and the E scores are summed as well resulting in an Expectation for Success (XS) score.

In both cases, using both instruments of evaluations, the final scores are populated in a graph for a visual representation of the results.

Evaluation Process/Procedures: *Names/Titles of Evaluation Team*

In order to draw unbiased results an evaluation team was required. Three evaluators evaluated the NEA website using the above described methods. None of the evaluators were prepared with the purpose of this assignment nor with any insights about the website. They were provided with copies of the used instruments. It took them approximately an hour to finish the entire evaluation. Afterwards, general information of how their scores will be used was given. The first evaluator was Jeanviere Delafe, Data Analyst at Verizon. The second was Dayana Maso, Case Manager at ARISE. And the last one was myself, Kennia Delafe, ESL Adult Educator at SCSD and MS IDD&E Student at Syracuse University.

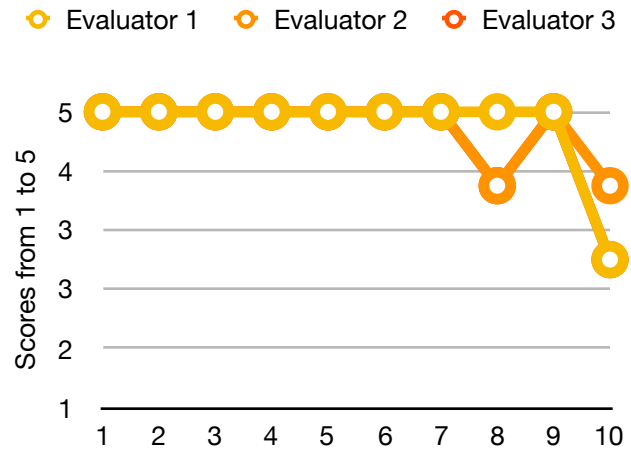
Results:

Content Validity Scale Score© (CVS)

CVS Total Score = 47.7 out of 50 possible.

CVS results scale reports in numbers

Question Number	Evaluator 1	Evaluator 2	Evaluator 3	Average
1	5	5	5	5.0
2	5	5	5	5.0
3	5	5	5	5.0
4	5	5	5	5.0
5	5	5	5	5.0
6	5	5	5	5.0
7	5	5	5	5.0
8	5	4	4	4.3
9	5	5	5	5.0
10	3	4	3	3.3



WebMAC Professional© Attribute Scores

How Stimulating (S) = 17.6 (out of 24) — highly motivating range

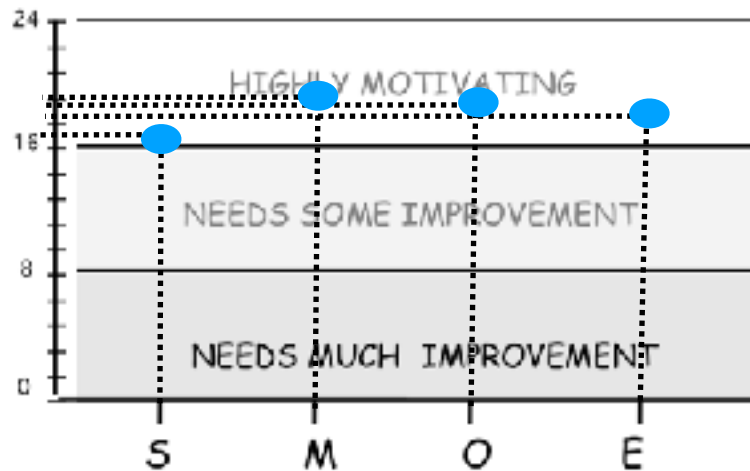
How Meaningful (M)= 20.0 (out of 24) — highly motivating range

How Organized (O)=19.3 (out of 24) — highly motivating range

How Easy to Use (E)= 18.7 (out of 24) — highly motivating range

Total Scores per Evaluator

	STIMULATING	MEANINGFUL	ORGANIZED	EASY-TO-USE	Average
Evaluator 1	17	19	17	18	71
Evaluator 2	18	20	20	19	148
Evaluator 3	18	21	21	19	156
Average	17.7	20.0	19.3	18.7	125.0
V	37.7				
XS	38.0				



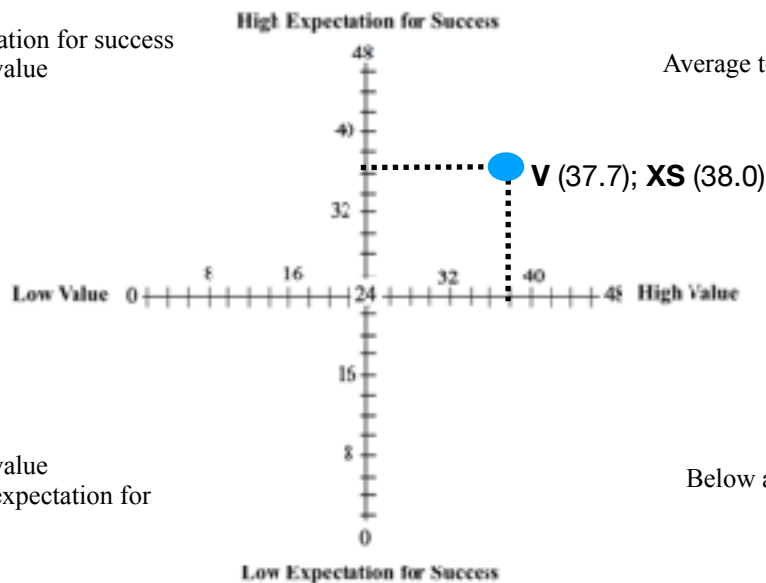
WebMAC Professional© Summary Scores:

Value Score (V)= 37.7 (out of 48) — average range

Expectancy for Success (XS)= 38 (out of 48) — average range

Average to high for expectation for success
Below average to low for value

Average to high for value
Average to high for expectation for success



Below average to low for value
Below average to low for expectation for success

Average to high for value
Below average to low for expectation for success

Interpretation of Results:

After carefully reviewing NEA.org website, assignment that I never experienced before and I think it was very interesting to do, I am confident on the results provided by the instruments used. They uncovered that the National Education Association Website fell into the *Awesome*

website category. It is placed into the average to high for value and average to high expectation for success. Bellow is a synthesis of the findings.

How Stimulating:

The NEA website is a secure, eye-catching, and friendly site. Its colors, images, links, and information stimulate the reader to look for more details, browse longer, and return for more. In general, its design is not loaded and the pages I reviewed with a lot of information are organized chronologically and easy to search through. On the main page, the most important or recent news are complemented by a sequence of pictures, with the highlights of the story, and links to connect to it. All the other information in this page is well organized in columns with a brief intro of the topic and the possibility of reading the entire article with just one click. The logo of the site is always visible and linked to the homepage for a quick and easy return to it at any time. Besides this, all the other links act in the way that is expected. In case of wanting to save an article, posted for others to read in the standard social networks or send it by email, there are icons in the right corner of every piece that facilitate those actions. A downside we found on the website is that the opportunities for interaction are limited. Although this website is more oriented to adults, students can benefit from its information as their parents may refer to it as a guide for specific educational issues.

How Meaningful

This particular website possesses information related to what it includes right on the home page. Again, its design is simple for the amount of information that it contains, but still, menus and links allow to navigate quickly and understand its content. Many of the links provided connect to important and useful websites related to education; some oriented to education professionals and others to parents. One of the links I checked connects to a site called "Healthy Futures, improving schools, improving lives." This website has tons of excellent guides and information for families and schools on how to keep children and families healthy. I thought it is a great page I would like to recommend. I believe NEA's sources are credible since their long history dates back to the 1800's when it was founded with the purpose of unifying voices in the cause of public education. Leaders are elected by popular votes among members. All NEA members are education professionals that pledge to support public education because they believe every child

deserves the best quality. Also, because there is an abundance of publications with the intent of maintaining current education professionals on education news, best classroom practices, and policies. A couple of details we agreed on while surveying NEA is that some of the given information is accurate, although somehow biased. For example, when we talk about education we are referring to all ways and forms of education, NEA supports only public education ignoring in ways others such as charter or private schools. Also, even though there are ways to contact NEA members, it is not clear to whom you are requesting information from; in other words, the opportunities to actively participate or contribute ideas directly with the authors is limited.

How Organized

As it was mentioned before, we agreed that NEA website is well organized. It provides a consistent structure throughout its pages. It contains a clear column structure and color scheme with visuals such as photographs and videos that represent the topics in discussion. In other words, the clarity of the purpose of the website is supported by its organization. All the directions to either navigate through its pages or connecting to others are well structured and clear as well. The content is well written in a consistent manner and using, in many cases plain English, especially in the parent support articles. I think it is easier in this way, so parents that are new in the country can understand or translate this content to learn about the US education system to be able to help their children succeed. Also, the lessons provided in the teacher's space is well structured. It connects to another well-structured site with many ideas, related to the time we are living in, to implement in the classroom. Lesson plan examples, exercises, and variations can be reviewed or downloaded for adaptation.

How Easy to Use

Thinking about the target audience, that can be education professional and parents of all ages and having in mind that computer literacy is very important in this technological era, we agreed that NEA website is easy to navigate without having special skills. All the hyperlinks, buttons, and other navigation mechanisms are active and do what the reader expects them to do. Graphics in this site are pleasant, do not take long time to load, and are not positioned on inconvenient parts of the articles which makes it easier to focus on the reading. An interesting finding in this area is

that the website does not have a help function and there is no a search button to filter information.

Recommendations:

Jeanviere, Dayana, and I, the evaluation team, agreed on some recommendations for this site even though we didn't find significant concerns with its stimulation, meaningfulness, organization, and accessibility/easy to use.

- First, It will be good to have a particular space for education professionals and parents to connect, raise their concerns, ask questions, read about other's concerns and the answers, and write about success stories. In addition to being able to write a personal email to one of the members, it would be beneficial to integrate a blog directly on the site.
- Second, it will be good to identify biased information on the site and provide the opportunity to express different ideas about public and non-public education. Obviously, both have their origins and reasons for being, but avoiding information from one of those parties just because is not the mission of NEA, is as well denying the rights of education.
- Third, clarifying to whom the correspondence is going to, helps to understand the nature of the answers later on. It will facilitate better contributions and communication between NEA members and its leaders.
- And lastly, adding a help button will facilitate NEA members to search for specific help topics, as well as the search button can minimize the search time by filtering the information.