

Gender Equity Website Evaluation Rubric
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1. **Using Color and Font**
 - Use color and design effectively
 - Use legible fonts
 - Give attention to the aesthetics of the site
2. **Using Language**
 - Avoid “generic” masculine pronouns
 - Use active, rather than passive, voice
 - Use sufficient language to convey goals
3. **Using Photographic Images**
 - When possible, use images as a way of humanizing the site and making it more aesthetically attractive
 - Include images of women
 - Watch *how* these images depict women and minority men. E.g., achieve a balance of active and passive figures in images
4. **Including Diversity-Friendly Links**
 - Include links to relevant internal (departmental, college, university) and external (governmental, nongovernmental, professional) organizations/resources
 - Include links to organizations/resources for women and minority groups
5. **Committing to Diversity**
 - Individual (program or departmental) websites should signal their commitment to diversity rather than piggyback on the diversity commitment of larger units (e.g., the college or university)
 - The commitment to diversity should be articulated throughout the website in appropriate locations to confirm the message and so that customized pages constructed by users will retain this information
 - Commitment language should not be segregated on pages dedicated to the recruitment/retention of women, but should appear throughout the website
6. **Eliminating References to Discriminatory Traditions and Practices**
 - These references may be overtly or tacitly gendered
 - Examples (not exhaustive) included in gender equity workshops
7. **Using Science and Technology in the Real World**
 - Include discussions of jobs and activities of graduates and/or those in the profession
 - Include information about how the profession and its members contribute to the welfare of society/the physical environment and/or the wellbeing of people
8. **Characterizing Female and Male Students and Professionals**
 - Assure that images and textual characterizations of women and men are harmonized throughout the website
 - Include names and forms of address, photos, biographical information, length and descriptions of research

For additional information see:

Montelone, Beth A., Dyer, Ruth A., et. al., “Designing Welcoming and Inclusive STEM Department Websites”, Proceedings of the 2006 WEPAN Conference, <http://www.x-cd.com/wepan06/prof21.html>, 2006.

Burack, Cynthia and Franks, Suzanne E., “Evaluating STEM Department Websites for Diversity”, Proceedings of the 2006 WEPAN Conference, <http://www.x-cd.com/wepan06/prof5.html>, 2006.