



Website Form 3

Websites are not something you create once and then you are completed with the task! Websites need continual care and ongoing maintenance to ensure the site meets the needs of the members. There are annual, monthly, and weekly maintenance tasks that need to be completed to ensure a website is up to date. The most important element of a good website is the quality of the information and understanding the audience.

The website checklist should include website navigation and web design basics to content creation, marketing, and branding. What the Task Force will review is the content creating, marketing, and branding.

	Yes	No	Comment
1. Does the chartered association have a website?	x		
2. Is the HOSA brand displayed on the website and is it current?	x		
3. Is the current HOSA emblem with the four core values prominently displayed	x		
4. Does the HOSA website icon appear on the browser tab?	x		
5. Is the banner information current and can a visitor quickly understand the value of HOSA-Future Health Professionals?	x		
6. Is chartered association staff contact information easily accessible?	x		
7. Are documents listed online? Such as Bylaws; Policies and Procedures; etc.?	x		
8. Does your website have cohesive branding? Consistence in branding HOSA is important – including the logo, color, fonts, message. Are you using HOSA's branding guide to help design the website?	x		
9. Correct and appropriate language. Does the website have appropriate language to your audience ensuring it is clear, easy-to-read, and grammatically correct?	x		
10. Are sponsors/partners highlighted?	x		
11. Do you have social media on your website? (20% of time should be spent on producing good content; 80% promoting it!)	x		
12. The current name of the international organization is used – HOSA-Future Health Professionals.	x		
13. The original name of the national organization does not appear on the website – Health Occupations Students of America.	x		
14. HOSA's history is displayed on the website with the Constitutional Convention being held in 1976 in Arlington, Texas.	x		
	Yes	No	Comment

15. The website verbiage reinforces that HOSA is a member-led organization?	x		
16. The current State Executive Council (officer team) is prominently displayed?	x		
17. The website emphasizes the role of the local advisors?	x		
18. An interested teacher can easily find the process for new schools to be approved to offer HOSA chapters?	x		
19. The chartered association's current Plan of Work is displayed on the website?		x	Forthcoming
20. Contact information is displayed on the website?	x		

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