

COMPETITIVE ANALYSIS RUBRIC

Showcase of Research Work (6/10 Avg: 4.45)

- 1 Little to no research available
- 3 Multiple clicks require to locate research section, some attempt made to organize data using search and/or browse, limited full-text
- 5 Moderate amount of full-text research available, reasonably organized, some advanced search options available, persistent navigation
- 7 Both full-text and user-friendly summarization data available, well-organized with both searching and browsing capabilities, persistent navigation
- 10 Extensive research findings available and addressed to multiple audiences, well-organized with excellent searching and browsing options, persistent navigation

Showcase of Employee Talent (2/10 Avg: 4)

- 1 No employee names at all
- 3 Some names but without any information about what individual researchers do
- 5 Has dedicated pages for each researcher that has briefly introduces their expertise
- 7 Provides good details of what individual researchers are doing and lists their publications
- 10 Features people with rich stories, photos, videos in a friendly and approachable tone

Ease of Contact (2/10 Avg: 4.55)

- 1 No names of individuals or contact information
- 3 Names of some individuals with limited contact information (e.g., only division affiliation or email); generic contacts listed (e.g., anonymous "webmaster")
- 5 Names of several individuals with email addresses and additional address information (e.g., extension or phone number); some contacts for projects and research areas
- 7 Names of many individuals with extended contact information including email address and phone number; no directory system
- 10 Full directory system and extensive contact information, including phone numbers, division, addresses, etc.; relevant staff tied to research areas and projects

Usability of Recruiting Tools (4/10 Avg: 3.31)

- 1 Recruitment system implemented poorly, nonexistent documentation, broken links or other errors, poor formatting, uninformative job descriptions, difficult to find careers area of site, forces users to register before applying, poor usability of job search
- 3 Functional tool, few or poorly described job listings, navigation and aesthetics fair but not good
- 5 Care taken with implementation and formatting of tool, registration and application combined into one step, ability to both browse and search job listings, well-documented with help
- 7 Attention paid to aesthetics and overall friendliness, superior formatting and organization of information.
- 10 Well-organized navigation, informative and aesthetically pleasing job listings, friendly tone, supplementary information to help potential employees, such as career paths and employee profiles

Social Networking Capabilities (4/10 Avg: 4.35)

- 1 No social networking implemented
- 3 Few (fewer than 500) connections made through social networking sites, links to networks may be difficult to find
- 5 Moderate (500 to 1000) amount of connections made, links found on organization's website
- 7 Many (1000 to 4000) connections made, links prominently displayed on website, content frequently updated
- 10 Exceptional number of connections (4000+), frequent and relevant updates including multimedia