Southern New Hampshire University

PAD 632 Module Eight Short Paper Guidelines and Rubric

Overview: This assignment will allow you to examine e-government in practice.

Prompt: As you engage in this assignment, the article What Makes the Best Government Website? may be very useful as you identify best practices within e-government applications. How does e-government look in practice? Search for a local, state, or federal government website. Then, provide an overview and critique of the website. Analyze the website for efficiency. How can it be improved?

For example, the city manager's office in Charlotte, North Carolina, is attempting to align and focus the city's programs and operating departments. City managers, working collaboratively with the elected mayor and city council, have identified five strategic themes to make Charlotte the number one city in which to live and work. The themes are community safety, transportation, strong neighborhoods, economic development, and cost-effective government. The city managers, however, find it difficult to get the individual city operating departments to orient their efforts to these five strategic themes. They use the four perspectives of the balanced scorecard to develop objectives for the five strategic themes. Once developed, each operating department then has been asked to develop departmental balanced scorecards to communicate and focus their local objectives toward accomplishing the city's strategic priorities. The case describes the development and use of the balanced scorecard as a strategic management system.

Specifically the following critical elements must be addressed:

I. Create an **overview** of a government website.
II. Analyze the website for **efficiency**, making recommendations for improvement.

Guidelines for Submission: Your paper must be submitted as a 1- to 2-page Microsoft Word document with double spacing, 12-point Times New Roman font, one-inch margins, and at least two sources cited in APA format.

Critical Elements	Exemplary (100%)	Proficient (90%)	Needs Improvement (70%)	Not Evident (0%)	Value
Overview	Meets "Proficient" criteria and utilizes descriptive detail	Provides an overview of a government website	Provides an overview of a government website, but is inaccurate and/or missing details	Does not provide an overview of a government website	45
Efficiency	Meets "Proficient" criteria and utilizes sources as support	Analyzes a website for efficiency, making recommendations for improvement	Analyzes a website for efficiency, making recommendations for improvement, but is inaccurate and/or missing details	Does not analyze a website for efficiency, making recommendations for improvement	45

Articulation of Response	Submission is free of errors related to citations, grammar, spelling, syntax, and organization and is presented in a professional and easy-to-read format	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	10
				Total	**100%**