

## United States Power Squadrons, 2006 Website Awards Tally Sheet

Squadron/

District Name Anchor Bay

Evaluation. Date 10/28/2006

District Affiliation 9

**Required Items**

In compliance?  
(Y/N)

- |   |   |   |                      |
|---|---|---|----------------------|
| 1 | Link to USPS.org on Home (opening) page   | <span style="border: 1px solid black; padding: 2px;">y</span> |                      |
| 2 | Subtitle below squadron name<br>"a unit of United States Power Squadrons ®"<br>Sail and Power Boating | <span style="border: 1px solid black; padding: 2px;">n</span> | No reference to sail |
| 3 | (squadron) Link to District Website   | <span style="border: 1px solid black; padding: 2px;">y</span> |                      |
| 4 | (district) Links to squadron websites   | <span style="border: 1px solid black; padding: 2px;"></span>  | N/A                  |
| 5 | Privacy statement or link on home page at bottom  | <span style="border: 1px solid black; padding: 2px;">y</span> |                      |
| 6 | USPS Trademark reference or link at home page bottom  | <span style="border: 1px solid black; padding: 2px;">y</span> |                      |
| 7 | Disclaimer statement or link on home page at bottom   | <span style="border: 1px solid black; padding: 2px;">y</span> |                      |
| 8 | Active e-mail link to Webmaster on home page  | <span style="border: 1px solid black; padding: 2px;">y</span> |                      |
| 9 | Website must display current information  | <span style="border: 1px solid black; padding: 2px;">y</span> |                      |

*Last BoatSmart course listed w/ National was 3 days past when evaluated*

**A1 Identify purpose of the squadron/district/USPS**

	range	Identify purpose of Unit	point range	
			Highest ←————→ Lowest	
1	0-5	Identify purpose of Unit	5 4 3 2 1 0	<span style="border: 1px solid black; padding: 2px;">5</span>
2	0-1	Identify the purpose of the squadron/district	1 0	<span style="border: 1px solid black; padding: 2px;">1</span>
3	0-2	Identify purpose of USPS	2 1 0	<span style="border: 1px solid black; padding: 2px;">1</span>
Comments: <span style="border: 1px solid black; padding: 2px;">.</span>				

**A2) Identification of squadron/district area of activity.**

1	1	Description of location of Unit	1 0	<span style="border: 1px solid black; padding: 2px;">1</span>
2	1	Map showing location	1 0	<span style="border: 1px solid black; padding: 2px;">0</span>
Comments: <span style="border: 1px solid black; padding: 2px;">.</span>				

**A3) Explanation of the benefits of membership**

1	0-3	Description of benefits described	3 2 1 0	<span style="border: 1px solid black; padding: 2px;">2</span>
2	0-2	Links to USPS benefits	2 1 0	<span style="border: 1px solid black; padding: 2px;">2</span>
Comments: <span style="border: 1px solid black; padding: 2px;">Link to USPS is only benefit description .</span>				

**A4) Display of USPS emblems and logos.**

1	1	Ensign	1 0	<span style="border: 1px solid black; padding: 2px;">0</span>
2	1	USPS Wheel	1 0	<span style="border: 1px solid black; padding: 2px;">1</span>
3	1	Activity Triangle	1 0	<span style="border: 1px solid black; padding: 2px;">1</span>
4	1	90th Anniversary Logo	1 0	<span style="border: 1px solid black; padding: 2px;">0</span>
5	0-2	Graphics properly sized.	2 1 0	<span style="border: 1px solid black; padding: 2px;">1</span>
Comments: <span style="border: 1px solid black; padding: 2px;">Triangle too small to read text .</span>				

**A5) What we do, show the fun we have.**

1	0-3	Description of the fun we have.	3 2 1 0	<span style="border: 1px solid black; padding: 2px;">2</span>
2	0-4	Photos showing unit activities	4 3 2 1 0	<span style="border: 1px solid black; padding: 2px;">4</span>
Comments: <span style="border: 1px solid black; padding: 2px;">Included in newsletter. No separate info. .</span>				

### A6) Presentation of Vessel Safety Check Program

1	0-2	Explanation of the program	2	1	0	2
2	1	Correct decal - proportionally sized	1	0	1	
3	1	Pre-check list provided	1	0	1	
4	1	Contact information	1	0	1	

Comments: All info via link to excellent joint USPS/USCG Aux page

### A7) Contacts for various activities

1	1	Public boating course contact(s)	1	0	1
2	1	Members course(s) contact(s)	1	0	1
3	1	Event(s) contact(s)	1	0	1

Comments: Webmaster/SEO & Cdr serve as contact for everything.

### A8) Current Activities/Educational calendars available

1	2	Public Boating Course (zero points if contact missing)	2	1	0	2
2	2	Members course(s) (zero points if contact missing)	2	1	0	0
3	2	Events (zero points if contact missing)	2	1	0	2
4		Number of pages with dates over 30 days old.				0
		Deduct 10 points for each page over 30 days old				0

Comments: No info on member courses

### A9) Identification of the bridge, committee members & contacts

1	1	Bridge listed	1	0	1
2	1	Bridge photo(s)	1	0	0
3	2	Five (5) of more committee contacts listed	2	1	0

Comments:

### B1) Presentation quality and correctness.

1	0-3	Readability and Grammer	3	2	1	0	3
2	Calc.	Spelling errors, number.					0

1 point reduction per error

Comments: Little text on site. Mostly links to excellent other org pages.

### B2) Quality of photographs and graphics.

1	0-2	Clear - Undistorted	2	1	0	2
2	0-2	Good color balance (not dark or over exposed)	2	1	0	2
3	0-2	Appropriately sized for application	2	1	0	2

Comments: Photos in newsletters and OK. Graphics OK.

### B3) Active Linkages & Navigation

1	0-2	Ease of Navigation	2	1	0	2
2	0-2	Links easy to identify	2	1	0	2
3	0-1	Links identify the subject	2	1	0	2
4	Calc.	Broken links, number				0

Maximum deduct -10 points 0

Comments:

### B4) Resource Linkages

1	0-3	USPS Links, 10 or more for 3 points	3	2	1	0	2
2	0-3	Non-commercial Links, 10 or more for 3 points	3	2	1	0	2
3	0-3	Commercial Links, 10 or more for 3 points	3	2	1	0	0
4	Calc.	Disclaimer statement on Commercial Links page Y or N					N/A - no commercial links

For the above point determination; 10 or more links 3 points,  
5 to 9 links 2 points, 1 to 4 links 1 point.

If disclaimer statement is missing zero points for this section.

Comments: No commercial links. Good use of other org pages.

**B5) Ability to read the message.**

1	0-2	Font - size and style	2	1	0	2
2	0-2	Font color, good contrast	2	1	0	2
3	0-2	Appropriate use of text space	2	1	0	2
4	0-2	Appropriate background. <i>one point for no background</i>	2	1	0	1

*Backgrounds which make reading page difficult zero points.*

Comments: [redacted]

**C1) Heading descriptive & appealing**

1	0-3	Home page, unique header (graphic)	3	2	1	0	1
2	0-2	All pages have informative header	2	1	0	2	

Comments: [redacted]

**C2) Consistent format across pages.**

1	0-3	Consistent format across pages	3	2	1	0	2
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Comments: Squadron pages consistent, but most info via links

**C3) Use of photos and/or graphics**

1	0-5	Use of graphics to enhance message of website	5	4	3	2	1	0	1
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Comments: Dependence on other org websites

**C4) Animated Graphics**

1	0-3	Use of animated graphics, appropriate and add interest of the website	3	2	1	0	1
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Comments: [redacted]

**D1) Overall impression of quality and effectiveness of the site**

1	0-2	How well did you like the site, was it effective in presenting USPS and the unit to the public	2	1	0	1
2	0-2	If you were a non-member, would this site have increased your interest in USPS?	2	1	0	1
3	0-2	Would you be proud of having this website represent your unit or district:	2	1	0	1

Comments: OK. Designed for minimum maintenance.

Total Points Scored 70