

United States Power Squadrons, 2006 Website Awards Tally Sheet

Squadron/

Annapolis

Evaluation. Date

10/31 - 11/07

District Affiliation 5

Required Items

In compliance?

	N		
1	Y	Link to USPS.org on Home (opening) page	Y
2	Y	Subtitle below squadron name "a unit of United States Power Squadrons ®" Sail and Power Boating	Y
3	N	(squadron) Link to District Website	N
4	Y	(district) Links to squadron websites	Y
5	Y	Privacy statement or link on home page at bottom	Y
6	Y	USPS Trademark reference or link at home page bottom	Y
7	Y	Disclaimer statement or link on home page at bottom	Y
8	Y	Active e-mail link to Webmaster on home page	Y
9	Y	Website must display current information	Y

A1 Identify purpose of the squadron/district/USPS

	range		point range		Pts Awd
			Highest ← → Lowest		
1	0-5	Identify purpose of Unit	5 4 3 2 1 0	0	3
2	0-1	Identify the purpose of the squadron/district	1 0	0	0
3	0-2	Identify purpose of USPS	2 1 0	0	1
Comments		#1 not as such, examples only; #			

A2) Identification of squadron/district area of activity.

1	1	Description of location of Unit	1 0	0	1
2	1	Map showing location	1 0	0	0
Comments:					

A3) Explanation of the benefits of membership

1	0-3	Description of benefits described	3 2 1 0	0	1
2	0-2	Links to USPS benefits	2 1 0	0	1
Comments:		not as such			

A4) Display of USPS emblems and logos.

1	1	Ensign	1 0	0	0
2	1	USPS Wheel	1 0	0	0
3	1	Activity Triangle	1 0	0	0
4	1	90th Anniversary Logo	1 0	0	0
5	0-2	Graphics properly sized.	2 1 0	0	1
Comments:		#5 have to scroll horizontally on some machines			

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

1	0-3	Description of the fun we have.	3 2 1 0	0	2
2	0-3	Photos showing unit activities	4 3 2 1 0	0	3
Comments:		#1 only photos, no text; #2 limited coverage			

A6) Presentation of Vessel Safety Check Program

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

Comments: #1 oriented toward vessel examiners, nothing re getting a VSC

A7) Contacts for various activities

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

Comments: #3 none shown under any recognizable heading

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

Comments: #3 very few present or future

A9) Identification of the bridge, committee members & contacts

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

Comments:

B1) Presentation quality and correctness.

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

1 point reduction per error

Comments:

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	1

Comments: #3 horiz scrolling reqd on some machines

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				1

Maximum deduct -10 points -1

Comments: #4 "Topographic Map Symbols"

B4) Resource Linkages

1	0-3	USPS Links, 10 or more for 3 points	3	2	1	0	1
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					Y

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: # \$ since no links, no disclaimer statement needed

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	2

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	2
2	0-2	All pages have informative header	2	1	0	2	

Comments: #1 only sqdn burgee, black title, &small photo

C2) Consistent format across pages.

1	0-3	Consistent format across pages	3	2	1	0	3
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Comments: [redacted]

C3) Use of photos and/or graphics

1	0-5	Use of graphics to enhance message of website	5	4	3	2	1	0	2
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Comments: only graphic was small photo, used 4 times

C4) Animated Graphics

1	0-3	Use of animated graphics, appropriate and add interest of the website	3	2	1	0	0
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Comments: none found

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: some very good & other area bad (identify by scores given); most easy to fix, you could easily pick up 20 points

Total Points Scored 62