

United States Power Squadrons, 2006 Website Awards Tally Sheet

Squadron/ <http://www.fwsps.com/>
 District Name **Ft. Walton**

Evaluation Date **10/28/2006**

District Affiliation **15**

Required Items

In compliance?
(Y/N)

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

A1 Identify purpose of the squadron/district/USPS

	range		Highest	←	→	Lowest		Pts Awd
1	0-5	Identify purpose of Unit	5					3
2	0-1	Identify the purpose of the squadron/district					1 0	1
3	0-2	Identify purpose of USPS				2 1 0		1
Comments:		Best description of purpose is hidden on Bridge page						

A2) Identification of squadron/district area of activity.

1	1	Description of location of Unit					1 0	1
2	1	Map showing location					1 0	1
Comments:		GPS coordinates are equivalent to a map and are a grabber						

A3) Explanation of the benefits of membership

1	0-3	Description of benefits described				3 2 1 0		1
2	0-2	Links to USPS benefits				2 1 0		1
Comments:		No real description of benefits except via USPS site						

A4) Display of USPS emblems and logos.

1	1	Ensign					1 0	1
2	1	USPS Wheel					1 0	0
3	1	Activity Triangle					1 0	0
4	1	90th Anniversary Logo					1 0	0
5	0-2	Graphics properly sized.				2 1 0		2
Comments:								

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

1	0-3	Description of the fun we have.				3 2 1 0		2
2	0-4	Photos showing unit activities				4 3 2 1 0		4

Comments: Great photos. Descriptions in newsletter only.

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: Uses link to official VSC site

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:

A8) Current Activities/Educational calendars available

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

Comments: Full year calendars with no indication of maintenance

A9) Identification of the bridge, committee members & contacts

1	1	Bridge listed		1	0	1
2	1	Bridge photo(s)		1	0	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.					0

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	2

Comments: Use of thumbnails is a great concept

B3) Active Linkages & Navigation

1	0-2	Ease of Navigation	2	1	0	1
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: Must return to Home to go to different pages

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	3
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 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: [REDACTED]

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> <i>Backgrounds which make reading page difficult zero points.</i>	2	1	0	2

Comments: [REDACTED]

C1) Heading descriptive & appealing

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

Comments: Headers only have page subject and Home link.

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	1
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Comments: Almost no graphics other than Home Page

C4) Animated Graphics

1	0-3	Use of animated graphics, appropriate and add interest of the website	3	2	1	0	3
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Comments: Home Page animations are a grabber

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	2
2	0-2	If you were a non-member, would this site have increased your interest in USPS?	2	1	0	2
3	0-2	Would you be proud of having this website represent your unit or district:	2	1	0	2

Comments: If the annual calendars reflected maintenance, this would be a good site.

Total Points Scored 46