United States Power Squadrons, 2008 Website Awards Tally Sheet
Revised 7-29-08

Final Score   **59**

No Award

Squadron/District	Amoskeag Squadron / District 19
Evaluation. Date	9/23/2208

District Affiliation   **19**

Required Items

In compliance? (Y/N)

1	Link to USPS.org on Home (opening) page	y
2	Subtitle below squadron name "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	
5	Link to USPS Privacy statement on home page at bottom	y
6	Link to USPS Trademark reference on home page at bottom	y
7	Link to USPS Disclaimer statement on home page at bottom	y
8	Active e-mail link to Webmaster on home page	y
9	Website must display current information on appropriate pages.	y

A1 Identify purpose of the squadron/district/USPS

point range

Highest ◄——► Lowest

	range		Highest					Lowest	Pts Awd
1	0-5	Identify purpose of Unit	5	4	3	2	1	0	3
2	0-3	Identify purpose of USPS			3	2	1	0	0
	Comments								

A2) Identification of squadron/district area of activity.

					Pts Awd
1	0-1	Description of location of Unit	1	0	1
2	0-1	Map showing location	1	0	0
	Comments:	Should probably be linked from home page as "Area Served" -- found under "News" by accident	.		

A3) Explanation of the benfits of membership

						Pts Awd
1	0-3	Description of benefits described	3	2	1	0	3
2	0-2	Links to USPS benefits page		2	1	0	2
	Comments:		.				

A4) Display of USPS emblems and logos.

						Pts Awd
1	0-1	Ensign		1	0		0
2	0-1	USPS Wheel		1	0		1
3	0-1	Activity Triangle		1	0		0
4	0-1	America's Boating Club (logo)		1	0		0
5	0-2	Boating is fun..We'll show you how (must be on top half of home page)	2	1	0		0
	Comments:		.				

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

							Pts Awd
1	0-3	Description of the fun we have.	3	2	1	0	1
2	0-3	Photos showing unit activities	3	2	1	0	1
	Comments:	only photo of 1 COW ceremony - minimal description of fun under "Membership"	.				

A6) Presentation of Vessel Safety Check Program

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

A7) Contacts for various activities

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

Comments: Confusing to have both National & Squadron class links on home page -- almost missed the Squadron's class page. .

A8) Current Activities/Educational calendars available

1	0-2	Public Boating Course (zero points if contact missing)		2	1	0	0
2	0-2	Members course(s) (zero points if contact missing)		2	1	0	0
3	0-2	Events (zero points if contact missing)		2	1	0	0
4	calc	Number of pages with dates over 45 days old.	0				0

Comments: No contact info on Calendar page .

A9) Identification of the bridge, committee members & contacts

1	0-1	Bridge listed		1	0	1
2	0-1	Bridge photo(s) 1 point if more than 2 photos		1	0	0
3	0-2	Five (5) or more committee contacts listed		2	1	0	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: .

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: .

B3) Active Linkages & Navigation

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

Maximum deduct -10 points

Comments: .

B4) Resource Linkages

1	0-3	USPS Links, 10 or more for 3 points		3	2	1	0	3
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	2
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: Note: USPS Calendar link is not working properly .

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	1
4	0-2	Appropriate background. *one point for no background*		2	1	0	2

Backgrounds which make reading page difficult zero points.

No real message here. There are links only on home page -- visitors would benefit from informative text on the home
Comments: *page, rather than just links.* .

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	2

Comments: .

C2) Consistent format across pages.

1	0-3	Consistent format across pages		3	2	1	0	2

Comments: .

C3) Use of photos and/or graphics

1	0-5	Use of graphics to enhance message of website	5	4	3	2	1	0	0

Comments: No visual interest unless you find the COW photos .

C4) Additional Website Features

1	0-1	Inclusion of USPS News RSS feed		1	0	1
2	0-1	Listing of area of location on the USPS list of websites		1	0	1

go to http://www.usps.org/localusps/squadrons.shtml
If scoring a district website item 2 is to be given one point

Comments

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	0
3	0-2	Would you be proud of having this website represent your unit or district:	2	1	0	0

Comments: Unfortunately, the best part of this web site was the newsletter, which can not be judged as part of the web site. Web site evaluations have to consider the web site as a stand-alone source of information.   .

Total Points Scored   59