

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

**Final Score 70**

**Website Award**

Squadron/District **1080 Chicago**

Evaluation. Date **9/2/2008**

District Affiliation **20**

**Required Items**

In compliance?  
(Y/N)

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

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

		point range						Pts
		Highest	←→				Lowest	Awd
1	0-5 Identify purpose of Unit	5	4	3	2	1	0	<b>5</b>
2	0-3 Identify purpose of USPS			3	2	1	0	<b>3</b>
Comments:								

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

1	0-1 Description of location of Unit						1	0	<b>1</b>
2	0-1 Map showing location						1	0	<b>0</b>
Comments:									

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

1	0-3 Description of benefits described			3	2	1	0	<b>3</b>
2	0-2 Links to USPS benefits page				2	1	0	<b>2</b>
Comments:								

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

1	0-1 Ensign						1	0	<b>1</b>
2	0-1 USPS Wheel						1	0	<b>1</b>
3	0-1 Activity Triangle						1	0	<b>1</b>
4	0-1 America's Boating Club (logo)						1	0	<b>0</b>
5	0-2 Boating is fun..We'll show you how (must be on top half of home page)			2	1	0		<b>0</b>	
Comments: The use of USPS logos not only adds color to your site but helps tie your site in with USPS information which is seen elsewhere by the public.									

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

1	0-3 Description of the fun we have.			3	2	1	0	<b>2</b>	
2	0-3 Photos showing unit activities				3	2	1	0	<b>1</b>
Comments: More photos will let visitors know how much fun you have.									

**A6) Presentation of Vessel Safety Check Program**

1	0-3 Explanation of the program			3	2	1	0	<b>3</b>	
2	0-1 Correct decal - proportionally sized				2	1	0	<b>2</b>	
3	0-1 Pre-check list provided					1	0	<b>0</b>	
4	0-1 Contact information						1	0	<b>1</b>
Comments:									

**A7) Contacts for various activities**

1	0-1 Public boating course contact(s)						1	0	<b>0</b>
2	0-1 Members course(s) contact(s)						1	0	<b>0</b>
3	0-1 Event(s) contact(s)						1	0	<b>0</b>

Comments: Prospective students need to know who to contact for more information and questions.

**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
Comments:		Contact information is so important.				

**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:		Your "Port Captain" "Membership Chairperson" "Activities Chairperson" would be some to consider here.				

**B1) Presentation quality and correctness.**

1	0-3	Readability and Grammer	3	2	1	0	3
2	Calc.	Spelling errors, number.					0
Comments:		1 point reduction per error					

**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	2
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
Comments:		Maximum deduct -10 points				

**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	3
4	Calc.	Disclaimer statement on Commercial Links page Y or N					y
Comments:		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.					

**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. one point for no background	2	1	0	2
Comments:		Backgrounds which make reading page difficult zero points.				

**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:		I like the use of a chart as a background here. However you may want to use a different color font for the smaller characters to improve readability.					

**C2) Consistent format across pages.**

1	0-3	Consistent format across pages	3	2	1	0	3
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	1
Comments:		There are many graphics available from headquarters which will enhance your site.							

**C4) Additional Website Features**

1	0-1	Inclusion of USPS News RSS feed	1	0			0
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2	0-1	Listing of area of location on the USPS list of websites go to <a href="http://www.usps.org/localusps/squadrons.shtml">http://www.usps.org/localusps/squadrons.shtml</a> If scoring a district website item 2 is to be given one point	1	0	1
Comments:		The News feed is easy to add and the news from USPS is usually of interest to all boaters.			

**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: This is a nice site, easy to get around. You should consider using the "Boating Is Fun..We'll Show You How" More use of USPS logos would add interest. Contact information for your courses might make it easier to attract students. Your links to USPS and your District should be on the front page. The drop down box is not quite what we are looking for. You lost a lot of points due to lack of contact information. (See A7, A8 and A9 above)

Total Points Scored 70