

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

Final Score 5

No Award

Squadron/District **1260 Costa de Oro**

Evaluation Date **9/2/2008**

District Affiliation **13**

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 | y |
| 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. | N |

A1 Identify purpose of the squadron/district/USPS

range		point range						Pts
		Highest	←				→	Awd
		5	4	3	2	1	0	
1	0-5 Identify purpose of Unit							3
2	0-3 Identify purpose of USPS							3

Comments: [Redacted]

A2) Identification of squadron/district area of activity.

1	0-1 Description of location of Unit							1
2	0-1 Map showing location							0

Comments: [Redacted]

A3) Explanation of the benefits of membership

1	0-3 Description of benefits described							0
2	0-2 Links to USPS benefits page							0

Comments: This area is important if prospective members look at your site. [Redacted]

A4) Display of USPS emblems and logos.

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

Comments: You really should be using these logos. Especially #5. They will add color and tie your squadron in with all of USPS. [Redacted]

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

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

Comments: Photos of your Cardboard Boat Race are great but you must do other things for fun. Let us see them. [Redacted]

A6) Presentation of Vessel Safety Check Program

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

Comments: VSC is a great program. You obviously are in it but you do not provide any way for a boater to contact you to get one. [Redacted]

A7) Contacts for various activities

1	0-1	Public boating course contact(s)	1	0	0
2	0-1	Members course(s) contact(s)	1	0	0
3	0-1	Event(s) contact(s)	1	0	0
Comments:		If a prospective student does not know who to contact for questions it makes it difficult to get them in.			

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.				4
Comments:						-40

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	1
Comments:						

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: You need more of them.						

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				2
Comments:						-2

Maximum deduct -10 points

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	0
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
Comments:						-2	

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.

Your link to the park should have this. The park is a commercial entity. Your Squadron makes no money from it.

Therefore the disclaimer is 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	1
4	0-2	Appropriate background. one point for no background	2	1	0	1
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:							

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 you can use to enhance the site.									

C4) Additional Website Features

1	0-1	Inclusion of USPS News RSS feed	1	0			0
2	0-1	Listing of area of location on the USPS list of websites	1	0			1
Comments: 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	1
3	0-2	Would you be proud of having this website represent your unit or district:	2	1	0	1

This site needs to be more timely. Class schedules and event information should not be over 45 days old. You show a nice photo about vessell safety check but no information or link. Who is the contact person? More use of USPS logos would add interest and help your site tie in with other USPS information that the public sees. There is also no membership information. Who would I contact to join? It is a nice site. I look forward to seeing what you do in the future. Check out some of the other sites listed on USPS for ideas.

Comments: A few suggestions: Singing River, San Carlos Bay, Manatee.

Total Points Scored 5