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

						No	Awa	rd	
Squadron/District		1430 Deception Pass							
Evaluation. Date		9/30/2008							
Required Items		District Affiliation	16 ompliar	nce?					
			(Y/N)						
	1	Link to USPS.org on Home (opening) page	у						
	2	Subtitle below squadron name "A unit of United States Power Squadrons ®" Sail and Power Boating	У						
	3	(squadron) Link to District Website	у						
	4	(district) Links to squadron websites							
	5	Link to USPS Privacy statement on home page at bottom	у						
	6	Link to USPS Trademark reference on home page at bottom	y V						
			у						
	7	Link to USPS Disclaimer statement on home page at bottom	у						
	8	Active e-mail link to Webmaster on home page	у						
	9	Website must display current information on appropriate pages.	у						Dto
A1 Identi	ify purp	ose of the squadron/district/USPS		poir	nt rai	nge			Pts Awd
	range		Highes	t 🗲		-	► Lo	west	
1 2	0-5 0-3	Identify purpose of USPS	5	4	3 3	2 2	1 1	0 0	3
	o-3 omments	Identify purpose of USPS			3	2	'	0	5
A2) Identi	ificatior 0-1	n of squadron/district area of activity.					4	0	1
1	0-1	Description of location of Unit Map showing location					1 1	0 0	0
		It is easy to link to "Map Quest" for this						U	v
A3) Expla	0-3	of the benfits of membership Description of benefits described			3	2	1	0	1
2	0-2	Links to USPS benefits page			0	2	1	0	2
_		I'm sure there are some local benefits to becoming a				_		-	
Co	mments:	member. Why not tell us about them?	•						
A4) Displ	av of US	SPS emblems and logos.							
1	0-1	Ensign					1	0	1
2	0-1	USPS Wheel					1	0	1
3	0-1	Activity Triangle					1	0	1
4	0-1	America's Boating Club (logo)				_	1	0	1
5	0-2	Boating is funWe'll show you how (must be on top half of home	; page)			2	1	0	2
	mments:		•						
A5) What	we do, s	how the fun we have.							
1	0-3	Description of the fun we have.			3	2	1	0	0
2	0-3	Photos showing unit activities			3	2	1	0	0
Co	mments:	I find it strange with such a full activities schedule you do not show any photos or description of the fun times I know you are having.							
		of Vessel Safety Check Program			0	n	4	0	1
1 2	0-3 0-1	Explanation of the program			3	2 2	1 1	0 0	1
2	0-1 0-1	Correct decal - proportionally sized Pre-check list provided				2	1	0	0
4	0-1	Contact information					1	0	1
	mments:							-	
		various activities					4	0	4
1 2	0-1 0-1	Public boating course contact(s) Members course(s) contact(s)					1 1	0 0	1
3	0-1	Event(s) contact(s)					1	0	1

Final Score 41

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A8) Curr	ent Acti	vities/Educational calendars available							
1	0-2	Public Boating Course (zero points if contact missing)				2	1	0	1
2	0-2	Members course(s) (zero points if contact missing)				2	1	0	1
3	0-2	Events (zero points if contact missing)				2	1	0	1
4	calc	Number of pages with dates over 45 days old.	1						-10
	omments								
A9) Iden	tificatio	n 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
0		You list more than five members in addition to the Bridge but							
C	omments	: they are not all identified as committee contacts	•						
B1) Pres	entation	n quality and correctness.							
, 1	0-3	Readability and Grammer			3	2	1	0	2
2	Calc.	-	0						
		1 point reduction per error							
С	omments								
		notographs and graphics.							
1	0-2	Clear - Undistorted				2	1	0	0
2	0-2	Good color balance (not dark or over exposed)				2	1	0	0
3	0-2	Appropriately sized for application				2	1	0	0
С	omments	: Why no Photos?							
		ges & 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						
		Maximum deduct -10 points							
C	omments	: "Home" or "Back" buttons are not on all pages.	•						
B4) Res		-			~	0	4	0	2
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 4	0-3	Commercial Links, 10 or more for 3 points			3	2	1	0	1
4	Calc.		У						
		bove point determination; 10 or more links 3 points,							
		ks 2 points, 1 to 4 links 1 point.							
C		imer statement is missing zero points for this section. Interesting links.							
0	ommento	. Interesting links.	•						
B5) Abili	ity to rea	id the message.							
1	0-2	Font - size and style				2	1	0	1
2	0-2	Font color, good contrast				2	1	0	1
3	0-2	Appropriate use of text space				2	1	0	1
4	0-2					2	1	0	1
		Backgrounds which make reading page difficult zero points.							
		Photo background is interesting. I would suggest a darker							
С	omments	: color font to make that page more readable.							
	-	criptive & appealing						_	_
1	0-3	Home page, unique header (graphic)			3	2	1	0	1
2	0-2	All pages have informative header				2	1	0	0
		Headings are not consistant from page to page. Some							
C	omments	: pages have no header.	·						
(2) Con	aiatant f	ormat coroco pagos							
(C2) CON	0-3	ormat across pages.			3	2	1	0	1
-		Consistent format across pages			3	Z		0	1
Com	ments:	Some pages are OK.	·						
C3) Lise	of nhote	os and/or graphics							
C3) USE	0-5	Use of graphics to enhance message of website	5	⊿	3	2	1	0	1
1	0-0	There are some excellent graphics availble from	Ŭ	7	0	2		Ŭ	
		headquarters. These can enhance your site and make it							
С	omments	: more interesting to the viewer.							

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
		go to http://www.usps.org/localusps/squadrons.shtml				
		If scoring a district website item 2 is to be given one point				
		The USPS News feed is easy to link to an provides usfull				
C	omment	s information to all boaters.				
D1) Overa	II impre	ssion of quality and effectiveness of the site				
1	0-2	How well did you like the site, was it effective in	2	1	0	1
		presenting USPS and the unit to the public				
2	0-2	If you were a non-member, would this site have	2	1	0	1
		increased your interest in USPS?				
3	0-2	Would you be proud of having this website	2	1	0	1
		represent your unit or district:				
		I first reviewed this site on 3 September and it was not good.				
		It is fortunate that I did not send in the review at that time.				
		Prior to sending it in I took an other look. You have fixed a lot				
		of problems since then. Good work. You lost points by not				
		including graphics and photos to help get your message out.				
		More photos would really help. Your link to the USPS				
		disclaimer statement should actually link to the USPS page.				
Co	omments	For this year your printed disclaimer will be OK.				
			Total Po	oints	Scored	41