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

Final Score   **47**

No Award

Squadron/District   Ft. Walton

Evaluation. Date | 9/28/2008 |

District Affiliation | 15 |

Required Items   In compliance? (Y/N)

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

A1 Identify purpose of the squadron/district/USPS

point range — Highest ◄──► Lowest

Pts Awd

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

A2) Identification of squadron/district area of activity.

	range				1	0	Pts
1	0-1	Description of location of Unit			1	0	1
2	0-1	Map showing location			1	0	0
	Comments:			.			

A3) Explanation of the benfits of membership

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

A4) Display of USPS emblems and logos.

	range						Pts
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.

	range						Pts
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
	Comments:		.				

A6) Presentation of Vessel Safety Check Program

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

A7) Contacts for various activities

	range					Pts
1	0-1	Public boating course contact(s)		1	0	1
2	0-1	Members course(s) contact(s)		1	0	0
3	0-1	Event(s) contact(s)		1	0	1
	Comments:		.			

A8) Current Activities/Educational calendars available

1	0-2	Public Boating Course (zero points if contact missing)		2	1	0	2
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.					
	Comments:		.				

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	1
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	2
2	Calc.	Spelling errors, number.					
		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	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					
		Maximum deduct -10 points					
	Comments:		.				

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	2
3	0-3	Commercial Links, 10 or more for 3 points	3	2	1	0	1
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:		.

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	1
		Backgrounds which make reading page difficult zero points.					
	Comments:		.				

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	3
	Comments:		.						

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
		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

Comments: .

Total Points Scored   47