

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

Final Score 58

No Award

Squadron/District **Gainesville**

Evaluation. Date **9/21/2008**

District Affiliation **23**

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.	N

A1 Identify purpose of the squadron/district/USPS

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

A2) Identification of squadron/district area of activity.

1 0-1	Description of location of Unit			1 0	1
2 0-1	Map showing location			1 0	1
Comments: _____					

A3) Explanation of the benefits of membership

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

A4) Display of USPS 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 fun...We'll show you how (must be on top half of home page)			2 1 0	2
Comments: _____					

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

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	3
Comments: _____					

A6) Presentation of Vessel Safety Check Program

1 0-3	Explanation of the program			3 2 1 0	1
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: Need to add information about VSC on main page with contact...also add check list. _____					

A7) Contacts for various activities

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	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	2
3	0-2	Events (zero points if contact missing)	2	1	0	0
4	calc	Number of pages with dates over 45 days old.				-10
		News Release not up to date...last was Feb. 07...also need contract name..other than reference to contact any of the officers.				
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	2
		Bridge Photos could be in a more professional manner instead of casual "party" look. Gives squadron more of a "party" representation..than professional.				
Comments: .						

B1) Presentation quality and correctness.

1	0-3	Readability and Grammer	3	2	1	0	2
2	Calc.	Spelling errors, number.					-2
		1 point reduction per error					
		"About" page..and 2 "Cruise Article" pages have HTML code errors.					
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: might delete the 90th Anniversary logo...4 years old. .							

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
		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	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.							
<i>If disclaimer statement is missing zero points for this section.</i>							
Comments: .							

B5) Ability to read the message.

1	0-2	Font - size and style		2	1	0	1
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
<i>Backgrounds which make reading page difficult zero points.</i>							
Comments: .							

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: .									

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: Nice site...but needs to address the issues where the score was low.

Total Points Scored 58