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

Final Score   **60**

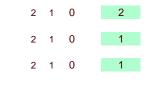**No Award**

Squadron/District   Ithaca

Evaluation. Date   10/9/2008

District Affiliation   6

Required Items

In compliance?
(Y/N)

#	Item	
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.	y

			point range							Pts Awd
A1	**Identify purpose of the squadron/district/USPS**		Highest					Lowest		
	range									
1	0-5	Identify purpose of Unit	5	4	3	2	1	0		3
2	0-3	Identify purpose of USPS			3	2	1	0		2
	Comments									

							Pts Awd
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:	Photo works nicely as a map for me		.			

							Pts Awd
A3)	**Explanation of the benfits of membership**						
1	0-3	Description of benefits described	3	2	1	0	1
2	0-2	Links to USPS benefits page		2	1	0	0
	Comments:				.		

							Pts Awd
A4)	**Display of USPS emblems and logos.**						
1	0-1	Ensign		1	0		1
2	0-1	USPS Wheel		1	0		0
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:				.		

							Pts Awd
A5)	**What we do, show 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
	Comments:				.		

							Pts Awd
A6)	**Presentation of Vessel Safety Check Program**						
1	0-3	Explanation of the program	3	2	1	0	2
2	0-1	Correct decal - proportionally sized		2	1	0	2
3	0-1	Pre-check list provided			1	0	0
4	0-1	Contact information			1	0	1
	Comments:				.		

						Pts Awd
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		0
	Comments:			.		

A8) Current Activities/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		0
4	calc	Number of pages with dates over 45 days old.	0					0

Comments: Classes listed, but all TBD. Events contact not explicit, members might know from Squadron page who to reach .

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: .

B1) Presentation quality and correctness.

1	0-3	Readability and Grammer		3	2	1	0	3
2	Calc.	Spelling errors, number.	0					

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	4				-4

Maximum deduct -10 points

Comments: 3 links broken home page, 1 on useful links page, .

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	0
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	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	2

Comments: The ones there are nice; more would improve impact .

C4) Additional Website Features

1	0-1	Inclusion of USPS News RSS feed		1	0	1
2	0-1	Listing of area of location on the USPS list of websites	1	0	0

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	2
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: Well done for members use; could do more to 'sell' prospects .

Total Points Scored   60