

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

**Final Score 60**

**No Award**

Squadron/District **Lansing Sail and Power Squadron**

Evaluation. Date **9/23/2008**

District Affiliation **9**

**Required Items**

In compliance?  
(Y/N)

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

**A1 Identify purpose of the squadron/district/USPS**

		point range						Pts
range		Highest	← →				Lowest	Awd
1	0-5 Identify purpose of Unit	5	4	3	2	1	0	<b>4</b>
2	0-3 Identify purpose of USPS			3	2	1	0	<b>1</b>

Comments: **About Us does not say too much about Lansing Squadron. But good reference to the National.**

**A2) Identification of squadron/district area of activity.**

1	0-1 Description of location of Unit					1	0	<b>1</b>
2	0-1 Map showing location					1	0	<b>1</b>

Comments: **Map should say 084, not 84 degrees west. (no points lost - just what we teach.)**

**A3) Explanation of the benefits of membership**

1	0-3 Description of benefits described		3	2	1	0	<b>3</b>
2	0-2 Links to USPS benefits page			2	1	0	<b>0</b>

Comments: **Great page but add the link for the latest. National may be more up to date.**

**A4) Display of USPS emblems and logos.**

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

Comments:

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

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

Comments: **Cannot get to "members only" so I may be missing what you have to offer me to join.**

**A6) Presentation of Vessel Safety Check Program**

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

Comments: **2008 decal hard to read - too small. Link to National is good but add your local contact.**

**A7) Contacts for various activities**

1	0-1 Public boating course contact(s)					1	0	<b>1</b>
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2	0-1	Members course(s) contact(s)	1	0	0
3	0-1	Event(s) contact(s)	1	0	0
Comments:		Good detail about Public course but no info on member courses.			

**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	1	
4	calc	Number of pages with dates over 45 days old.					
Comments:		Event info not consistent.					

**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	3
2	Calc.	Spelling errors, number.					
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:		Exception - VSC 2008 decal.					

**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				3	
Comments:		Maximum deduct -10 points Broken Links: NASBLA approved courses, small boat randevous, Other Summer activities					-3

**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	3
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					N
Comments:		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. No Links page. Links all over. No Web Disclaimer					-6

**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 Backgrounds which make reading page difficult zero points.	2	1	0	1	
Comments:		Little diffucult to read. Back ground should be lighter so as not to take away from text. Bold helps but still tough to read.					

**C1) Heading descriptive & 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		2
Comments:		Nothing unique about header / graphics.					

**C2) Consistent format across pages.**

1	0-3	Consistent format across pages	3	2	1	0	2
Comments:		Back ground and command buttons consistent. This is a big help to the public.					

**C3) Use of photos and/or graphics**

1	0-5	Use of graphics to enhance message of website	5	4	3	2	1	0	4
Comments:		Use many USPS graphics but would like to see specific pictures for your squadron on main site and immediate links.							

**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	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	2

Trademark link missing but own description included. You should add the link. I think your site presents who we are nicely.

Comments:

Total Points Scored 60