United States Power Squadrons, 2008 Website Awards Tally Sheet
Revised 7-29-08   **Final Score**   **39**

No Award

Squadron/District	300 Balboa

Evaluation. Date	9/2/2008

District Affiliation **28**

Required Items   In compliance? (Y/N)

#	Item	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	y
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

A1 Identify purpose of the squadron/district/USPS

point range
Highest ◄──────► Lowest   **Pts Awd**

	range		Highest					Lowest	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: Tell what you do and why you do it. Tell your viewers about USPS. Why it was formed and what the goals are. This information is available from the National site you can link to it or better yet copy and paste it into your site.

A2) Identification of squadron/district area of activity.

	range								Pts Awd
1	0-1	Description of location of Unit					1	0	1
2	0-1	Map showing location					1	0	0

Comments: It was difficult to determine exactly where this Squadron is located .

A3) Explanation of the benfits of membership

	range								Pts Awd
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: This area is important if a prospective member looks at your site. A link to USPS benefits page is easy to do. .

A4) Display of USPS emblems and logos.

	range								Pts Awd
1	0-1	Ensign					1	0	0
2	0-1	USPS Wheel					1	0	0
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	2

Comments: There is no use of USPS logos in the site .

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

	range								Pts Awd
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: You must do fun things. Why not show us? .

A6) Presentation of Vessel Safety Check Program

	range								Pts Awd
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: This is an excellent program which can lead to new members or students in your public classes. You should check it out. .

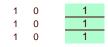**A7) Contacts for various activities**

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	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.	0					0

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: I thought it strange that the Commander was not listed on the Bridge page .

B1) Presentation quality and correctness.

1	0-3	Readability and Grammer		3	2	1	0	1
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: No photos of activities, classroom, Change of Watch etc. .

B3) Active Linkages & Navigation

1	0-2	Ease of Navigation		2	1	0	1
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	0				0

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	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: There is no specific page for links, all are on front page .

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	1
3	0-2	Appropriate use of text space	2	1	0	1
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	1

Comments: .

C2) Consistent format across pages.

1	0-3	Consistent format across pages	3	2	1	0	1

Comments: Header on Registration page is different than others .

C3) Use of photos and/or graphics

1	0-5	Use of graphics to enhance message of website	5	4	3	2	1	0	0

Comments: There are many graphics available from headquarters. These can enhance your site and add interest. .

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

If scoring a district website item 2 is to be given one point

Comments | It is easy to link to the USPS News feed. This information is of interest to all boaters.

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	0
3	0-2	Would you be proud of having this website represent your unit or district:	2 1 0	0

Comments: This site needs improvement. Check out some other sites in USPS for ideas. I would suggest "Singing River", "San Carlos Bay" and "Manatee".I like your banner and background. More photos of members boating and having fun would be a good addition. The quality of the few photos you have is excellent. I look forward to seeing what you do with this.

Total Points Scored   39