

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

Final Score 71

Website Award

Squadron/District 3390 Milwaukee
www.milwaukeepowersquadron.org
Evaluation. Date 8/6/2008
District Affiliation 10

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	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

* Dist 10 link back to squadron is broken

A1 Identify purpose of the squadron/district/USPS

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

A3) Explanation of the benefits 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: _____		

A4) Display of USPS emblems and logos.

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	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	0
2 0-3 Photos showing unit activities	3 2 1 0	0
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	2
3 0-1 Pre-check list provided	1 0	0
4 0-1 Contact information	1 0	1
Comments: * Simply a link to usps vsc page		

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	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	1
4	calc	Number of pages with dates over 45 days old.				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		0
3	0-2	Five (5) or more committee contacts listed	2	1	0	2
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:						

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 Click here for the latest news from USPS Headquarters Return to Milwaukee Power Squadron's HOME page/				

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	3
3	0-3	Commercial Links, 10 or more for 3 points	3	2	1	0	3
4	Calc.	Disclaimer statement on Commercial Links page Y or N					Y
Comments:		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>					

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. <i>one point for no background</i> <i>Backgrounds which make reading page difficult zero points.</i>	2	1	0	1
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	4
Comments:									

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 go to http://www.usps.org/localusps/squadrons.shtml	1	0		0
Comments:		* Link broken - see B3 above <i>If scoring a district website item 2 is to be given one point</i>				

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

Comments: Nice format - too much missing as to activities/photos .

Total Points Scored 71