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

Final Score   **52**

No Award

Squadron/District	Niagara

Evaluation. Date	9/24/2008

District Affiliation   6

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

point range

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

A2) Identification of squadron/district area of activity.

				Pts Awd
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 benfits of membership

				Pts Awd
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:	Indirect benefits are derived from some pages. Need to grab the attention of visitors.	.	

A4) Display of USPS emblems and logos.

				Pts Awd
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	0
5	0-2	Boating is fun..We'll show you how (must be on top half of home page)	2 1 0	0
	Comments:		.	

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

				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:	Important for reaching new members. Should develop this topic.	.	

A6) Presentation of Vessel Safety Check Program

				Pts Awd
1	0-3	Explanation of the program	3 2 1 0	2
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	1
	Comments:		.	

A7) Contacts for various activities

				Pts Awd
1	0-1	Public boating course contact(s)	1 0	1
2	0-1	Members course(s) contact(s)	1 0	0
3	0-1	Event(s) contact(s)	1 0	0

Comments: Member course table little confusing. No contacts for member course or events. .

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A8) Current Activities/Educational calendars available

#	Range	Description				Score
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	0
4	calc	Number of pages with dates over 45 days old.				

Comments: .

A9) Identification of the bridge, committee members & contacts

#	Range	Description			Score
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.

#	Range	Description					Score
1	0-3	Readability and Grammer	3	2	1	0	3
2	Calc.	Spelling errors, number.					

1 point reduction per error

Comments: .

B2) Quality of photographs and graphics.

#	Range	Description				Score
1	0-2	Clear - Undistorted	2	1	0	1
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 photographs. Minimal graphics. .

B3) Active Linkages & Navigation

#	Range	Description				Score
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				

Maximum deduct -10 points

Comments: Easy to use site. .

B4) Resource Linkages

#	Range	Description					Score
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	N				-3

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.

#	Range	Description				Score
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: *The blue bar makes it hard to read blue type at points of intersection.* .

C1) Heading descriptive & appealing

#	Range	Description					Score
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.

#	Range	Description					Score
1	0-3	Consistent format across pages	3	2	1	0	3

Comments: .

C3) Use of photos and/or graphics

#	Range	Description							Score
1	0-5	Use of graphics to enhance message of website	5	4	3	2	1	0	2

Comments: Minimal graphics .

C4) Additional Website Features

#	Range	Description			Score
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

Squadron News includes two links to 2005 News Letters.
Comments: Your news is not up to date.   .

Total Points Scored   52