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

Final Score   **90**

Excellence Award

Squadron/District   Northern Virginia - #3870

Evaluation. Date   9/12/2008

District Affiliation   **5**

Required Items   In compliance? (Y/N)

#	Item	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.	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	4
2	0-3	Identify purpose of USPS			3	2	1	0	2

Comments   Good descriptions

A2) Identification of squadron/district area of activity.

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

Comments: Clear   .

A3) Explanation of the benfits of membership

#	range				3	2	1	0	Pts Awd
1	0-3	Description of benefits described			3	2	1	0	2
2	0-2	Links to USPS benefits page				2	1	0	2

Comments: "Benefits" brings in new members - enhancing this section might be beneficial   .

A4) Display of USPS emblems and logos.

#	range							0	Pts Awd
1	0-1	Ensign						1	0	1
2	0-1	USPS Wheel						1	0	1
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: Very complete   .

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

#	range				3	2	1	0	Pts Awd
1	0-3	Description of the fun we have.			3	2	1	0	1
2	0-3	Photos showing unit activities			3	2	1	0	3

Comments: Nice photos   .

A6) Presentation of Vessel Safety Check Program

#	range				3	2	1	0	Pts Awd
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	1
4	0-1	Contact information					1	0	1

Comments: Good   .

A7) Contacts for various activities

#	range						1	0	Pts Awd
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: Complete   .

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		2
4	calc	Number of pages with dates over 45 days old.	0					0

Comments: Clear .

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	2

Comments: Excellent layout & photos .

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: Easy to read .

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: Nice quality .

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	0				0

Maximum deduct -10 points

Comments: Easy to use .

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	3
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: Good selection of links .

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	2

Backgrounds which make reading page difficult zero points.

Comments: Superb background .

C1) Heading descriptive & appealing

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: Clean & clear .

C2) Consistent format across pages.

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

Comments: No ambiguity .

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: Good .

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

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

Comments: Clean, clear, attractive - a very good web site   .

Total Points Scored   90