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

Final Score   **82**

Squadron/District	4260 Peconic Bay

Evaluation. Date	9/14/2008

District Affiliation   **3**

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	4
2	0-3	Identify purpose of USPS			3	2	1	0	2

Comments: not on home page & very difficult to find

A2) Identification of squadron/district area of activity.

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

Comments: .

A3) Explanation of the benfits of membership

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

Comments: question 2, I could not find such a link .

A4) Display of USPS emblems and logos.

#	range					Lowest	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	1

Comments: .

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

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

Comments: .

A6) Presentation of Vessel Safety Check Program

#	range					Lowest	Pts Awd
1	0-3	Explanation of the program	3	2	1	0	3
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: .

A7) Contacts for various activities

#	range				Lowest	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: .

A8) Current Activities/Educational calendars available

1	0-2	Public Boating Course (zero points if contact missing)		2	1	0	0
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.	0				0

Comments: Icould find no contacts for any of these;they should be listed where the courses or events are listed; the Educ Course Sched crossed out the old dates, but there is not even 1 new course listed for the fall season, making that sched useless;in #4 I did not mark that page out of date;the 10 point penalty is to ensure that calendars are up to date;that page is not up to date .

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: .

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: .

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	1
2	0-2	Links easy to identify	2	1	0	1
3	0-1	Links identify the subject	2	1	0	1
4	Calc.	Broken links, number	0			0

Maximum deduct -10 points

Comments: the 3-way breakdown you use is hard to understand, because it's not clear where to find things & to see that like things are put together; I suggest a top level breakdown into 6 or 8 divisions, the way most web sites do it .

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					

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.

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: .

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		5
	Comments:		.							

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	1
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: see previous comments .

Total Points Scored   82