

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

Final Score 17

No Award

Squadron/District **4500 Portland**

Evaluation. Date **9/29/2008**

District Affiliation **32**

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

range		point range						Pts
		Highest	←				→	Awd
		5	4	3	2	1	0	
1	0-5 Identify purpose of Unit						0	2
2	0-3 Identify purpose of USPS			3	2	1	0	3
Comments: You need to check spelling on front page. Spaces missing cause misspelled words.								

A2) Identification of squadron/district area of activity.

1	0-1 Description of location of Unit					1	0	0
2	0-1 Map showing location					1	0	0
Comments: I know you are in Portland but what geographical area do you serve?								

A3) Explanation of the benefits of membership

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:							

A4) Display of USPS emblems and logos.

1	0-1 Ensign					1	0	1
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		0	
Comments: The use of USPS logos helps in recognition and adds color and interest to your site.								

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

1	0-3 Description of the fun we have.		3	2	1	0	2
2	0-3 Photos showing unit activities		3	2	1	0	2
Comments:							

A6) Presentation of Vessel Safety Check Program

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: The decal should be the one for the current year.							

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	1
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.				-30

Out of date pages hurt you here. Also your member course contact is not listed with the member course description.

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	2
2	Calc.	Spelling errors, number.					-9

1 point reduction per error

Comments: Missed spelled words on front page (see above)

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	1
3	0-2	Appropriately sized for application	2	1	0	2

I would suggest more photos showing what you do. Photos of your class sessions, Cruises etc. all add interest. The photos you have are good quality and show the fun, but more would be better.

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

Maximum deduct -10 points

Comments: The link to the Sheriff goes to a travel agency?

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	3
3	0-3	Commercial Links, 10 or more for 3 points	3	2	1	0	1
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:

B5) Ability to read the message.

1	0-2	Font - size and style	2	1	0	1
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:

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	1	

Comments:

C2) Consistent format across pages.

1	0-3	Consistent format across pages	3	2	1	0	3
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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	2
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There are many graphics available from USPS. Graphics which indicate boating safety and education are interesting and attract students.

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 go to http://www.usps.org/localusps/squadrons.shtml	1	0	1

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

This site is good but could be better. To me it seemed a bit disjointed. I had to search around to find information on activities and classes. Out of date material is your worst problem. Check out the guidelines for websites from National. I look forward to seeing what you do with this.

Comments:

Total Points Scored 17