

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

Final Score 35

No Award

Squadron/District **Poverty Bay Sail and Power Squadron**

Evaluation. Date **9/30/2008**

District Affiliation **16**

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 Awd	
			Highest ←	→	Lowest				
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	2

Comments: You have a lot of good content on who you are. It is spread all over the site. Could add more on who the USPS is.

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	1

Comments:

A3) Explanation of the benefits of membership

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: Your description is lite.

A4) Display of USPS emblems and logos.

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:

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

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: Power Point screen shots nice but do not flow easily as html pages. But unique and covers a lot.

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	2
3	0-1	Pre-check list provided					1	0	1
4	0-1	Contact information					1	0	1

Comments: Program explanation lite. Also, check list not current but gave credit.

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	0

3 0-1 Event(s) contact(s)

1 0

0

Comments: Need to update this page. Out of date and missing contacts.

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	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.				-20

Comments: Out of Date: Dinner Meeting, News. You have link to your education contact but no name or telephone number.

A9) Identification of the bridge, committee members & contacts

1	0-1	Bridge listed		1	0	0
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: Missing

B1) Presentation quality and correctness.

1	0-3	Readability and Grammer	3	2	1	0	2
2	Calc.	Spelling errors, number.					

1 point reduction per error

Comments: Page content is not consistent and confusing

B2) Quality of photographs and graphics.

1	0-2	Clear - Undistorted	2	1	0	1
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	1

Comments: You have a lot of photo & graphics but difficult to see.

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				7

Maximum deduct -10 points

Broken links: Animated Knot Tying 42nd, Marine Diesel Engine, Tukwila City Cn., Seattle of City, Everitt of Ship

Comments: Wins..,Port Angeles.., Alouette

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					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: You have a lot here also. But link page must have disclaimer also.

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	1
4	0-2	Appropriate background. one point for no background	2	1	0	1

Backgrounds which make reading page difficult zero points.

Comments: Text sizes and background change page to page making it difficult to read.

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:

C2) Consistent format across pages.

1	0-3	Consistent format across pages	3	2	1	0	1
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Comments: Headings, background and format are not consistent.

C3) Use of photos and/or graphics

1	0-5	Use of graphics to enhance message of website	5	4	3	2	1	0	3
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Comments: You have a lot of good stuff but does not come across will organized or planned.

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: [Redacted]

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

Comments: How it All Began was great. Wow, that was a funny! You need more updates and organization to your presentation. You have SO MUCH content but the updates are important.

Total Points Scored 35