

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

Final Score 22

No Award

Squadron/District **Racine**

Evaluation. Date **9/12/2008**

District Affiliation **20**

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

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: Located North of Chicago, see map--it does not open					

A3) Explanation of the benefits of membership

1	0-3 Description of benefits described			3 2 1 0	0
2	0-2 Links to USPS benefits page			2 1 0	2
Comments: 					

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	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.

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	1
Comments: 					

A6) Presentation of Vessel Safety Check Program

1	0-3 Explanation of the program			3 2 1 0	3
2	0-1 Correct decal - proportionally sized			2 1 0	0
3	0-1 Pre-check list provided			1 0	1
4	0-1 Contact information			1 0	1
Comments: You are using the 2006 decal					

A7) Contacts for various activities

1	0-1 Public boating course contact(s)			1 0	0
2	0-1 Members course(s) contact(s)			1 0	0
3	0-1 Event(s) contact(s)			1 0	0
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.				
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	
Comments: .						

B1) Presentation quality and correctness.

1	0-3	Readability and Grammer	3	2	1	0	1
2	Calc.	Spelling errors, number.					1
Comments: Your calendar date heading is "2006"							-1
1 point reduction per error							

B2) Quality of photographs and graphics.

1	0-2	Clear - Undistorted	2	1	0	0
2	0-2	Good color balance (not dark or over exposed)	2	1	0	0
3	0-2	Appropriately sized for application	2	1	0	0
Comments: I found a photo of your Commander and one of a Rendezvous						

B3) Active Linkages & Navigation

1	0-2	Ease of Navigation	2	1	0	1	
2	0-2	Links easy to identify	2	1	0	0	
3	0-1	Links identify the subject	2	1	0	1	
4	Calc.	Broken links, number					7
Maximum deduct -10 points							

The following links do not open: Public Boating course "Free Tuition", Boating course-no classroom Alternative, Request a complementary inspection, Reporting Hazards, Member class schedule, Located North of Chicago-see map, D/20 Squadron Maps (your burgee does not open). It looks like you site may not have been updated since 2006.

Comments: .

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	0
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					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: There were no commercial links

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	1
4	0-2	Appropriate background. one point for no background	2	1	0	2
Comments: Backgrounds which make reading page difficult zero points.						

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

Comments: It looks like your site has had little activity since 2006.

Total Points Scored 22