

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

Final Score 75

Website Award

Squadron/District **Berea**

Evaluation. Date **9/21/2008**

District Affiliation **7**

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.	Y

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	5
2	0-3 Identify purpose of USPS		3 2 1 0	3
Comments: 				

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	0
Comments: 				

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	0
2	0-1 USPS Wheel		1 0	1
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: Need to add "Boating is Fun" to front page, top half.				

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: 				

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	0
4	0-1 Contact information		1 0	1
Comments: Need to update to 2008 VSC logo				

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	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.				
Comments:		Photo album page has pictures 2 yrs. old..from 2006				

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
Comments:		1 point reduction per error					

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	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					2
Comments:		Maximum deduct -10 points					

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	1
3	0-3	Commercial Links, 10 or more for 3 points	3	2	1	0	0
4	Calc.	Disclaimer statement on Commercial Links page Y or N					Y
Comments:		Need to add more boating and commercial links					

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.

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
Comments:		<i>Backgrounds which make reading page difficult zero points.</i>				

C1) Heading descriptive & appealing

1	0-3	Home page, unique header (graphic)	3	2	1	0	1
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	3
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
Comments:		go to http://www.usps.org/localusps/squadrons.shtml If scoring a district website item 2 is to be given one point					

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: Good site...need to add "Boating is Fun"..etc on the front page. Add more current pictures to Photo Album pages...add the USPS Ensign and Activity Triangle. Also needs to add more boating and commercial links.

Total Points Scored 75