

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

Final Score 52

No Award

Squadron/District **St. Helens**

Evaluation. Date **10/1/2008**

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 ←	→ Lowest	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:	The site does a great jon of telling me what you do. I would like to see more on the USPS organization.			

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	2
2	0-2 Links to USPS benefits page		2 1 0	0
Comments:	You have a nice right up on benefits but are not up to date. You are missing the national link.			

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:	Emblems missing.			

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:	You guys do a great job here. But you need to keep the dates current or remove them.			

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	0
4	0-1 Contact information		1 0	1
Comments:	Nice page but can include more about program. You do advertise this nicely on other pages to get people involved.			

A7) Contacts for various activities

1	0-1 Public boating course contact(s)		1 0	1
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2 0-1 Members course(s) contact(s)

1 0

1

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

1 0

0

Comments: Events not up to date and no contacts available.

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	0
4	calc	Number of pages with dates over 45 days old.				2

Over 45: Meetings, Photos are questionable but no points off because it could be history, The Bridge is for year 2007-2008 for last year.

Comments: .

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: Prior years bridge and only 2 members listed. .

B1) Presentation quality and correctness.

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

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: You did great in this area. Nice work. .

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				4

Maximum deduct -10 points

Comments: Broken links: Calendar, See the Video on the Fiesta Cruise, video of new sea shanty, Lyrics to Shanty .

B4) Resource Linkages

1	0-3	USPS Links, 10 or more for 3 points	3	2	1	0	2
2	0-3	Non-commercial Links, 10 or more for 3 points	3	2	1	0	2
3	0-3	Commercial Links, 10 or more for 3 points	3	2	1	0	2
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: Disclaimer on left bar but not on bottom but gave credit. .

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

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
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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	5
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Comments: Outstanding use of photographs. Got my attention. .

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 [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	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

Your site has a lot of wonderful content and is impressive. But if you address the national standards as graded above, I believe you can be one of the best. As a judge, I wish I could give you more points because you have one of the best foundations I've seen.

Comments:

Total Points Scored 52