

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

Final Score 27

No Award

Squadron/District **Seminole Power Squadron**

Evaluation Date **October 1, 2008 (Site unavailable!!!)**

District Affiliation **23**

Required Items

In compliance?

(Y/N)

- | | | |
|---|---|----------|
| 1 | Link to USPS.org on Home (opening) page | N |
| 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 | N |
| 9 | Website must display current information on appropriate pages. | N |

A1 Identify purpose of the squadron/district/USPS

		point range						Pts Awd
range		Highest	←				Lowest	
1	0-5 Identify purpose of Unit	5	4	3	2	1	0	2
2	0-3 Identify purpose of USPS			3	2	1	0	0
Comments: Very limited material about the squadron purpose								

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	1
2	0-2 Links to USPS benefits page			2	1	0	1	
Comments: Why not link to the page on the USPS website rather than downloading a flyer?								

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	0	
Comments: Unfortunately, some of the pages that might have this are restricted to registered users. Not conducive to getting a visitors attention								

A6) Presentation of Vessel Safety Check Program

1	0-3 Explanation of the program		3	2	1	0	1	
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	0			
Comments: 2007 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	1
Comments: Not sure if this is for 2008 or previous year, need date .						

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: .							

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: .						

B3) Active Linkages & Navigation

1	0-2	Ease of Navigation	2	1	0	1
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				
Maximum deduct -10 points						
very difficult to navigate. Having to use two links to get to contact information(if available) is not conducive to having visitors learn about the squadron. However, it would appear that this is the policy of the squadron						
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	1
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					
For the above point determination; 10 or more links 3 points, 5 to 9 links 2 points, 1 to 4 links 1 point.							
<i>If disclaimer statement is missing zero points for this section.</i>							
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	1
3	0-2	Appropriate use of text space	2	1	0	1
4	0-2	Appropriate background. <i>one point for no background</i>	2	1	0	1
<i>Backgrounds which make reading page difficult zero points.</i>						
Comments: .						

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	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
Comments: .								

C4) Additional Website Features

1	0-1	Inclusion of USPS News RSS feed	1	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	0
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

[REDACTED]
Very user unfriendly. Telling someone they are not authorized to see when your next meeting is scheduled is a real turnoff. How is your squadron membership growth?

Comments:

Total Points Scored 27