

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

**Final Score 83**

**Website Award**

Squadron/District **Shreveport**

Evaluation Date **10/2/2008**

District Affiliation **21**

**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	Highest ←	→ Lowest	Pts 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	1

Comments: Found map on D/21 page - would be good to have it on your own page

**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	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	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	1
2 0-3	Photos showing unit activities	3	2 1 0	1

Comments: We see "activity" - we don't see "fun"

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

Comments: VSC - using CG site - should use USPS site for explanation

**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	1
2	0-2	Members course(s) (zero points if contact missing)	2	1	0	1
3	0-2	Events (zero points if contact missing)	2	1	0	1
4	calc	Number of pages with dates over 45 days old. Mentioned - but no schedules suggested (other than Boating Course meets three times a year)				
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		1
3	0-2	Five (5) or more committee contacts listed Well done - a lot of information on one page - great pictures of Bridge	2	1	0	2
Comments:						

**B1) Presentation quality and correctness.**

1	0-3	Readability and Grammar	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	1	
2	0-2	Good color balance (not dark or over exposed)	2	1	0	1	
3	0-2	Appropriately sized for application No pictures of "activities" (other than in Newsletter - which is the topic of another annual evaluation)	2	1	0	1	
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 Maximum deduct -10 points					
Comments:							

**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 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:							

**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 Backgrounds which make reading page difficult zero points.	2	1	0	2	
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
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 <a href="http://www.usps.org/localusps/squadrons.shtml">http://www.usps.org/localusps/squadrons.shtml</a>	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	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

1- Check why the site's "clicks" do not work with Mozilla Firefox (a common browser) - its OK with Microsoft Explorer -  
- 2)

Comments:

Total Points Scored 83