

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

Final Score 21

No Award

Squadron/District **South Hills**

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.	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	2
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	2
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	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	3
Comments: 					

A6) Presentation of Vessel Safety Check Program

1	0-3 Explanation of the program			3 2 1 0	0
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Comments: This site was so out of date as to not be funny. The decal is from 2007, the list with the number of VSC's completed was from 2006. No link to the andy VSC page, not even the USCG page.					

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

I had to dig, but I found a flyer for the Boating Course that had a contact person's name. I did not find a contact person's name explicitly for member courses, but, there was a form you could fill in on-line to request a course and presumably someone would get back to you. No class schedule was posted except for their boating course which

Comments: started in April 2008.

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.				3
Comments:						-30

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
There was no date on either page with this information to confirm that the current bridge and/or committee members is current.						
Comments:						

B1) Presentation quality and correctness.

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

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				1
Maximum deduct -10 points						-1
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	0
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.							
<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	2
4	0-2	Appropriate background. <i>one point for no background</i>	2	1	0	2
<i>Backgrounds which make reading page difficult zero points.</i>						
<i>Some of the fonts were too small and gray is not a very good color for fonts.</i>						
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	0	
There was only one page that had a header that actually identified the purpose of the page.							
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	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

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

So sad. Someone obviously spent a great deal of time creating some absolutely terrific graphics for this site, yet it has been so neglected. If I were looking to join this squadron, I'd think twice. I just didn't get a warm and fuzzy feeling that there was much going on behind their slick, out of date

Comments: venier web-site

Total Points Scored 21