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

Final Score **48**

No Award

Squadron/District	#5710 Storm King

Evaluation. Date	9/26/2008

District Affiliation **2**

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

point range Highest ◄───► Lowest **Pts Awd**

	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.

									Pts Awd
1	0-1	Description of location of Unit					1	0	1
2	0-1	Map showing location					1	0	1
	Comments:							.	

A3) Explanation of the benfits of membership

									Pts Awd
1	0-3	Description of benefits described			3	2	1	0	0
2	0-2	Links to USPS benefits page				2	1	0	0
	Comments:							.	

A4) Display of USPS emblems and logos.

									Pts Awd
1	0-1	Ensign					1	0	1
2	0-1	USPS Wheel					1	0	0
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	2
	Comments:							.	

A5) What we do, show the fun we have.

									Pts Awd
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	0
	Comments:							.	

A6) Presentation of Vessel Safety Check Program

									Pts Awd
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:							.	

A7) Contacts for various activities

									Pts Awd
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:	Only a link to the District page, there under your squadron, no contact for any courses or events either.						.	

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: All links for courses and events direct you to the district web site, only on the district web site can you find information. .

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	2

Comments: .

B1) Presentation quality and correctness.

1	0-3	Readability and Grammer	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	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	2
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	1			-1

Maximum deduct -10 points

Comments: the education button on the bottom of the page titled "what is the USPS and what is Storm King" does not work. .

B4) Resource Linkages

1	0-3	USPS Links, 10 or more for 3 points	3	2	1	0	0
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					

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: No links from the squadron web page .

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

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	4

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

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	1

Comments: Almost all the links from this web site bring you to the district web site. i.e. events, courses, then the information for this squadron is found only on the District Web page.   .

Total Points Scored   48