

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

**Final Score 35**

**No Award**

Squadron/District **Anclote Key**

Evaluation. Date **9/11/2008**

District Affiliation **22**

**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	Y
5	Link to USPS Privacy statement on home page at bottom	Y
6	Link to USPS Trademark reference on home page at bottom	N
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**

		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	1
Comments:								

**A2) Identification of squadron/district area of activity.**

1	0-1 Description of location of Unit					1	0	0
2	0-1 Map showing location					1	0	0
Comments: The general area they cover is identified, however, no address or map is available on the site, I can only assume that a prospective applicant would have to call someone on the bridge to find out where and when the next meeting was.								

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

**A6) Presentation of Vessel Safety Check Program**

1	0-3 Explanation of the program		3	2	1	0	3	
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	1
Comments: Decal does not display at all.								

**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

Comments: [REDACTED]

**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	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.				0

There is no education or events calendar on this site. The one course being offered does have who to contact to register. I could not even find when or where their next meeting was. Presumably I'd have to call someone on the bridge to find out this well kept secret.

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

Webmaster and ByLaws committee were listed in additional to the Bridge.

Comments:

**B1) Presentation quality and correctness.**

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

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: No photo's available to evaluate.

**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	2
4	Calc.	Broken links, number				-4

Maximum deduct -10 points

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	2
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					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.

3 of the links to membership information on the USPS website do not work. Several USPS links were repeated on separate pages and were not counted twice.

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	1
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	1
2	0-2	All pages have informative header	2	1	0	0	

Nothing exciting about the home page. Headers on other pages were inconsistent in their look and feel.

Comments:

**C2) Consistent format across pages.**

1	0-3	Consistent format across pages	3	2	1	0	1
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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	0
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Comments: No photo's used. The VSC icon did not display.

**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	0

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

VSC icon does not display correctly.  
Boating Education page: Spelling error in 1st line. No mention of name of class being offered; no mention of start date of class(reader must return to the opening page for this information).  
Membership page: Link to USPS site for additional membership info is out of date, link does not work.

Comments: Bylaws Page: TOC could be better formatted - hard to read.

Total Points Scored 35