

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

Final Score 40

No Award

Squadron/District Winston Salem

Evaluation Date **10/9/2008**

District Affiliation **27**

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 | N |
| 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 | N |
| 8 | Active e-mail link to Webmaster on home page | N |
| 9 | Website must display current information on appropriate pages. | y |

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 | 3 |
| 2 0-3 | Identify purpose of USPS | 3 2 1 0 | 1 |
| Comments: [redacted] | | | |

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: [redacted] | | | |

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: [redacted] | | | |

A4) Display of USPS emblems and logos.

| | | | |
|----------------------|-----------------------------------------------------------------------|-------|----------|
| 1 0-1 | Ensign | 1 0 | 0 |
| 2 0-1 | USPS Wheel | 1 0 | 1 |
| 3 0-1 | Activity Triangle | 1 0 | 0 |
| 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: [redacted] | | | |

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: Relies on (excellent) newsletter for this; copy some content to site pages? [redacted] | | | |

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: [redacted] | | | |

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 | 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 |
| | | "Other classes" reference seemed odd. No member class info or events contact; had GPS seminar | | | | |

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 | 0 |
| | | Comments: Only PBC chair and Commander listed | | | | |

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 | 2 |
| 3 | 0-1 | Links identify the subject | 2 | 1 | 0 | 2 |
| 4 | Calc. | Broken links, number | | | | 0 |
| | | 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 | 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. | | | | | |
| | | <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 | 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 | 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 | 3 |
| 2 | 0-2 | All pages have informative header | 2 | 1 | 0 | | 1 |
| | | Comments: Good menu-banner; pages might add title below banner | | | | | |

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 | 0 |
| | | 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/squadrans.shtml | | | | | |
| | | <i>If scoring a district website item 2 is to be given one point</i> | | | | | |

Comments FYI: server was often slow to respond

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: Useful site, especially when the newsletter is included, but does not stand on its own for an award

Total Points Scored 40