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

Final Score   **52**

No Award

Squadron/District	District 1

Evaluation. Date	9/25/2008

District Affiliation   **1**

Required Items   In compliance? (Y/N)

#	Item	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	
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	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	0
2	0-3	Identify purpose of USPS			3	2	1	0	3

Comments: Plenty on the purpose of USPS, but nothing specifically about this unit

A2) Identification of squadron/district area of activity.

#	range						Lowest		Pts Awd
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 benfits of membership

#	range						Lowest		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.

#	range						Lowest		Pts Awd
1	0-1	Ensign					1	0	1
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	2

Comments: .

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

#	range						Lowest		Pts Awd
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	1

Comments: Actually, there are GREAT photos, but they're all buried in the blog. We can only judge the main web site. As for "fun," there is no description of fun on the site that we could find.   .

A6) Presentation of Vessel Safety Check Program

#	range						Lowest		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	1
4	0-1	Contact information					1	0	0

Comments: VSC decal outdated, no explanation of program and no district contact info provided   .

A7) Contacts for various activities

#	range						Lowest		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: No contact info for any of these on the site itself .

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	2
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				0
	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	0
	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	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:	Graphics are fine. Only 1 photo on site itself	.				

B3) Active Linkages & Navigation

1	0-2	Ease of Navigation		2	1	0	1
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				0
		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	1
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.
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*		2	1	0	1
		Backgrounds which make reading page difficult zero points.					
	Comments:	*can only give 1 point for "no background"*	.				

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	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	1

Comments: Missed opportunity here. Site could be much more attractive to visitors with just a few more photos or relevant graphics. There are beautiful photos buried in the blog . . . A direct link from the main page to "Photos" would go a long way in enhancing the message.

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C4) Additional Website Features

1	0-1	Inclusion of USPS News RSS feed		1	0	1

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	**1**

Comments: Lots of potential, but it appears that they are more interested in keeping up the blog and the newsletter than the web site itself. Since we are required to judge the web site as a stand-alone entity, we cannot give it any better evaluation. .

Total Points Scored   52