

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

Final Score 45

No Award

Squadron/District **District 10**

Evaluation. Date **9/12/2008**

District Affiliation **10**

Required Items

In compliance?

		(Y/N)
1	Link to USPS.org on Home (opening) page	Y
	Subtitle below squadron name	
2	"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	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.	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	4
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	0
2	0-1 Map showing location			1 0	1
<p>Found the information on the Squadrons page which had a nice map showing red dots representing locations. I did not find any description of how to get to the location or where it was at on this site. I can only assume that this information is held on the squadron site (assuming they have a website).</p>					
Comments:					

A3) Explanation of the benefits of membership

1	0-3 Description of benefits described			3 2 1 0	0
2	0-2 Links to USPS benefits page			2 1 0	0
<p>There was not mention of the benefits to becoming a member of the USPS and no link found to that USPS page.</p>					
Comments: There was a link to the "How to Join" page, but that was all.					

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	1
5	0-2 Boating is fun..We'll show you how (must be on top half of home page)			2 1 0	2
<p>The logos were all bunched together in the upper right corner of the web page, presumably to get maximum points for the web award and to keep them out of the way of their annoying pop-up notice.</p>					
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	0

What photo's they had were from 2007 / 2006 events. Clearly the website is not being kept up to date. There might have been information of interest in their newsletter, but since the newsletter is not part of the evaluation, it was not reviewed or considered. I found nothing on the web-site to indicate they have lots of fun doing anything.

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	1	0	2
3	0-1	Pre-check list provided	1	0	1	0	0
4	0-1	Contact information	1	0	1	0	0

The text below the decal sends you to a joint USCG / USPS website that explains the program in detail. There was no VSC information on the local web-site, especially contact info. Presumably I'd have to call one of the bridge members to find out who is doing inspections in my area.

Comments:

A7) Contacts for various activities

1	0-1	Public boating course contact(s)	1	0	1	0	1
2	0-1	Members course(s) contact(s)	1	0	1	0	0
3	0-1	Event(s) contact(s)	1	0	1	0	0

There was the standard list of courses available to members, with descriptions, but no schedule of when a course was being offered or by whom. Further, the events calander appeared to be up to date, but contained only D10 meetings. No contact information available. When I selected their boating activity calendar. I got the Oops page

Comments:

not found error.

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	1
4	calc	Number of pages with dates over 45 days old.				-20

Accroding to the meeting minutes page, the last available meeting notes were from the Spring 2007 conference.

Comments: Nothing for 2008.

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	0

Comments: There were no committies listed that I could find.

B1) Presentation quality and correctness.

1	0-3	Readability and Grammer	3	2	1	0	2
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	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				1

Maximum deduct -10 points

I'm not a fan of pop-up windows as my pop up catcher made navigation a pain. I had to disable it for this site to get through it before the end of the evaluation period.

Comments:

B4) Resource Linkages

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

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	2

Backgrounds which make reading page difficult zero points.

Background and text very easy on the eye. Very readable

and consistant through out the web site.

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	

Very cool graphic for the header on the main page and subsequent header pages had a cool, consistent header that tied it all together nicely.

Comments:

C2) Consistent format across pages.

1	0-3	Consistent format across pages	3	2	1	0	3
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Comments: Nice look and feel across the pages.

C3) Use of photos and/or graphics

1	0-5	Use of graphics to enhance message of website	5	4	3	2	1	0	3
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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 go to http://www.usps.org/localusps/squadrons.shtml	1	0	1

If scoring a district website item 2 is to be given one point

Comments: [Redacted]

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	2
2	0-2	If you were a non-member, would this site have increased your interest in USPS?	2	1	0	2
3	0-2	Would you be proud of having this website represent your unit or district:	2	1	0	2

Comments: [Redacted]

Total Points Scored 45