

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

Final Score 58

No Award

Squadron/District **D/13**

Evaluation. Date **9/10/2008**

District Affiliation **13**

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 | |
| 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

range		point range						Pts	
		Highest	←	→	Lowest			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:		With almost 10 years as an active member, I learned a few things from your sight. Nice work.							

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	1
Comments:									

A3) Explanation of the benefits of membership

1	0-3	Description of benefits described			3	2	1	0	2
2	0-2	Links to USPS benefits page			2	1	0		0
Comments:		Benefits on home page are good but up to date.							

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	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:		Some logos are in your news letter. Get them on the web for the world to see.							

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

1	0-3	Description of the fun we have.			3	2	1	0	2
2	0-3	Photos showing unit activities			3	2	1	0	0
Comments:		Try to add some photos - you have some very interesting squadrons that have nice destinations. Also, you may want to add photo contest finalist shots to liven up.							

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:		No mention at all.							

A7) Contacts for various activities

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

I gave the point for mentioning contacts. But at a district level, other squadrons may not know who you are talking about. You should add the telephone numbers to the

Comments: calendar page.

A8) Current Activities/Educational calendars available

1	0-2	Public Boating Course (zero points if contact missing)	2	1	0	1
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: Contact referenced is National. Would be good to add local district contact. Missing contact info for squadron courses.

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: No photos or committees.

B1) Presentation quality and correctness.

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

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: Points apply to graphics but would like to see photographs! Ask your squadron to submit.

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				1

Maximum deduct -10 points

Comments: Calendar link on "about D/13" page goes to odd page. Link to Honolulu does not open.

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.

If disclaimer statement is missing zero points for this section.

Comments: No links page. Again, borrow and consolidate squadron link pages.

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: Not too much of back ground.

C1) Heading descriptive & appealing

1	0-3	Home page, unique header (graphic)	3	2	1	0	2
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
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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	2
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Comments: Again, some credit for graphics but no photographs.

C4) Additional Website Features

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

Your opening paragraph "There are no barriers to membership . . . etc." excludes groups usually referenced in discrimination clause and implies that we do discriminate.

I recommend that you do not keep your report links as a word document. Not everyone has MS Word or Reader. PDF files are more common.

Calendar for past months still has dates as "TBD". By now, these should be updated.

Comments:

Total Points Scored 58