

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

Final Score 64

No Award

Squadron/District **D/20**

Evaluation. Date **9/17/2008**

District Affiliation

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	Highest ←	→ Lowest	Pts	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	Good job explaining your unit. Always good to learn more about district. I would like to see more content about USPS.				

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	1
2 0-2	Links to USPS benefits page	2	1 0	2
Comments:	Need more content on benefits of joining your district squadrons.			

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	0	
Comments:					

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	3
Comments:	Nice work with photos. Lots of smiling, happy faces. But more narratives on the fun of district would be great. Good job describing event photographs.			

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	2
3 0-1	Pre-check list provided		1 0	0
4 0-1	Contact information		1 0	0
Comments:	You have decal but nothing behind it.			

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

Comments: Nice flyer.

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	1
3	0-2	Events (zero points if contact missing)	2	1	0	1
4	calc	Number of pages with dates over 45 days old.				
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		1
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.					
1 point reduction per error							
Comments: .							

B2) Quality of photographs and graphics.

1	0-2	Clear - Undistorted	2	1	0	1
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: Some photos are distorted .						

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				2
Maximum deduct -10 points						
Broken: Evanstan, Land of Lincoln. Otherwise, easy to use site.						
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	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					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: Need to expand links. .							

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
<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	2
2	0-2	All pages have informative header	2	1	0	2	
Comments: Unique layout. Bottom on side bar. .							

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	3
Comments: Neat 90 yr logo. .									

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

Comments: For a district, nice work. But it does lack the minimum measurements identified above.

Total Points Scored 64