

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

**Final Score 61**

**No Award**

Squadron/District **District 29**

Evaluation. Date **9/15/2008**

District Affiliation **29**

**Required Items**

In compliance?

(Y/N)

- |   |   |          |
|---|---|----------|
| 1 | Link to USPS.org on Home (opening) page   | <b>Y</b> |
| 2 | Subtitle below squadron name<br>"A unit of United States Power Squadrons ®"<br>Sail and Power Boating | <b>Y</b> |
| 3 | (squadron) Link to District Website   |          |
| 4 | (district) Links to squadron websites   | <b>Y</b> |
| 5 | Link to USPS Privacy statement on home page at bottom   | <b>Y</b> |
| 6 | Link to USPS Trademark reference on home page at bottom   | <b>Y</b> |
| 7 | Link to USPS Disclaimer statement on home page at bottom  | <b>Y</b> |
| 8 | Active e-mail link to Webmaster on home page  | <b>Y</b> |
| 9 | Website must display current information on appropriate pages.  | <b>Y</b> |

**A1 Identify purpose of the squadron/district/USPS**

range		point range						Pts Awd	
		Highest	← →				Lowest		
1	0-5	Identify purpose of Unit	5	4	3	2	1	0	<b>4</b>
2	0-3	Identify purpose of USPS			3	2	1	0	<b>3</b>

Comments:

**A2) Identification of squadron/district area of activity.**

1	0-1	Description of location of Unit						1	0	<b>1</b>
2	0-1	Map showing location						1	0	<b>0</b>

Comments: Only a vague generalization of where they did their boating was noted on the web-site. No map or other verbal description available that I could find which gave a more detailed description of their area of operation.

**A3) Explanation of the benefits of membership**

1	0-3	Description of benefits described			3	2	1	0	<b>2</b>
2	0-2	Links to USPS benefits page			2	1	0	<b>0</b>	

Comments: No mention of the Ensign was made. No links to the USPS sites for the Ensign, Port Captains or Member benefits were available.

**A4) Display of USPS emblems and logos.**

1	0-1	Ensign						1	0	<b>0</b>
2	0-1	USPS Wheel						1	0	<b>1</b>
3	0-1	Activity Triangle						1	0	<b>1</b>
4	0-1	America's Boating Club (logo)						1	0	<b>1</b>
5	0-2	Boating is fun..We'll show you how (must be on top half of home page)			2	1	0	<b>2</b>		

Comments: There was no Ensign logo displayed anywhere on this site. In fact, much of the site was under construction.

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

1	0-3	Description of the fun we have.			3	2	1	0	<b>3</b>
2	0-3	Photos showing unit activities			3	2	1	0	<b>0</b>

Comments: Photo page "Under Construction"

**A6) Presentation of Vessel Safety Check Program**

1	0-3	Explanation of the program			3	2	1	0	<b>2</b>
2	0-1	Correct decal - proportionally sized			2	1	0	<b>2</b>	
3	0-1	Pre-check list provided					1	0	<b>0</b>
4	0-1	Contact information					1	0	<b>0</b>

Comments: Most information was found on the USCGAux link although the home page does contain a brief description of the program, but not the importance. There was no contact information provided.

**A7) Contacts for various activities**

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: All that is provided is a link to the Education Departments search page for the public boating courses near you. No mention is made of member courses available. The events page is "Under construction".

**A8) Current Activities/Educational calendars available**

1	0-2	Public Boating Course (zero points if contact missing)	2	1	0	0
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

There were no pages with schedules, the public (and presumably members) are taken to the "Education" page as described in A7 above.

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	2

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:

**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: There are a lot of links on the home page that simply go to other pages "Under Construction".

**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	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.*

Very few links on this page. No commercial links so no need for disclaimer, however, it was noted the Disclaimer was on each of the working pages.

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.*

*Chart backgrounds or backgrounds with a lot of patterns tend to be distracting to the eye making reading that much more difficult, whereas backgrounds with texture or a background with contrasting pastel colours are usually much more easier on the eye and helps to focus one's attention to the import bits like the text of the message, pictures and icons.*

Comments:

**C1) Heading descriptive & appealing**

1	0-3	Home page, unique header (graphic)	3	2	1	0	0
2	0-2	All pages have informative header	2	1	0	2	

While the heading on the home page does not contain any unique graphic, it is consistent through-out all the pages and clearly identifies the purpose of the page (e.g. what information is contained on that page).

Comments:

**C2) Consistent format across pages.**

1	0-3	Consistent format across pages	3	2	1	0	3
Comments:		See C1 above.					

**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:		Most all pages were under construction. Only photo's of the bridge appear which is excluded in this sections evaluation criteria.							

**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 <a href="http://www.usps.org/localusps/squadrons.shtml">http://www.usps.org/localusps/squadrons.shtml</a>	1	0					1
Comments:		If scoring a district website item 2 is to be given one point							

**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				1
Comments:		It would be interesting to see how this site develops once they complete those pages "Under Construction".							

Total Points Scored 61