

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

Final Score 71

Website Award

Squadron/District

Evaluation. Date

District Affiliation

Required Items

In compliance?
(Y/N)

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

A1 Identify purpose of the squadron/district/USPS

		point range						Pts Awd
range		Highest	←				Lowest	
1	0-5 Identify purpose of Unit	5	4	3	2	1	0	<input type="text" value="4"/>
2	0-3 Identify purpose of USPS			3	2	1	0	<input type="text" value="3"/>
Comments: <input type="text"/>								

A2) Identification of squadron/district area of activity.

1	0-1 Description of location of Unit						1	0	<input type="text" value="1"/>
2	0-1 Map showing location						1	0	<input type="text" value="1"/>
Comments: <input type="text"/>									

A3) Explanation of the benefits of membership

1	0-3 Description of benefits described			3	2	1	0		<input type="text" value="3"/>
2	0-2 Links to USPS benefits page				2	1	0		<input type="text" value="2"/>
Comments: good explanations ... well organized and clear									

A4) Display of USPS emblems and logos.

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

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

1	0-3 Description of the fun we have.			3	2	1	0			<input type="text" value="2"/>
2	0-3 Photos showing unit activities			3	2	1	0			<input type="text" value="3"/>
Comments: nice content page, clean and clear										

A6) Presentation of Vessel Safety Check Program

1	0-3 Explanation of the program			3	2	1	0			<input type="text" value="3"/>
2	0-1 Correct decal - proportionally sized				2	1	0			<input type="text" value="2"/>
3	0-1 Pre-check list provided					1	0			<input type="text" value="1"/>
4	0-1 Contact information						1	0		<input type="text" value="1"/>
Comments: very nice page, I plan to use this as a model for my site										

A7) Contacts for various activities

1	0-1 Public boating course contact(s)							1	0	<input type="text" value="1"/>
2	0-1 Members course(s) contact(s)							1	0	<input type="text" value="1"/>
3	0-1 Event(s) contact(s)							1	0	<input type="text" value="1"/>
Comments: <input type="text"/>										

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	2
4	calc	Number of pages with dates over 45 days old.				1
		great education page with course info and pics, boat smart and paddle smart listings out of date				-10
Comments: .						

A9) Identification of the bridge, committee members & contacts

1	0-1	Bridge listed				1
2	0-1	Bridge photo(s) 1 point if more than 2 photos				0
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 Grammar	3	2	1	0	3
2	Calc.	Spelling errors, number.					0
		1 point reduction per error					
		gave highest mark because content pages are so good.					
		suggest improving main page with cleaner page like the rest of the site, smaller fonts and improve menu size/location.					
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
		Nice Photos. Consider adding more from events showing members, events and fun				
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				10
		Maximum deduct -10 points				
		nice page with great information but several harbor master links are broken.				
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	3
3	0-3	Commercial Links, 10 or more for 3 points	3	2	1	0	3
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.				
		gave top marks for content pages ... suggest cleaning up home page as described above				
Comments: .						

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	1
		improve home page and menu bar					
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	4
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 If scoring a district website item 2 is to be given one point	1	0	1
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: Very nice site. great content and good information. other than a few bad links and the clutter on the home page, I think it is one of the best sites on USPS!	2	1	0	2
Comments: [REDACTED]						

Total Points Scored 71