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

**Final Score**     **57**

**No Award**

Squadron/District    Captree (885)

Evaluation. Date    9/2/2008

District Affiliation   **3**

**Required Items**        In compliance? (Y/N)

| # | Item | 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 | y |
| 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**

point range    Highest ◄────► Lowest    **Pts Awd**

| | 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 | 3 |
| | Comments | | | | | | | | |

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

| | range | | | | Lowest | Pts Awd |
|---|---|---|---|---|---|---|
| 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 benfits of membership**

| | range | | | | | Lowest | Pts Awd |
|---|---|---|---|---|---|---|---|
| 1 | 0-3 | Description of benefits described | 3 | 2 | 1 | 0 | 2 |
| 2 | 0-2 | Links to USPS benefits page | | 2 | 1 | 0 | 1 |
| | Comments: | | | | | . | |

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

| | range | | | | Lowest | Pts Awd |
|---|---|---|---|---|---|---|
| 1 | 0-1 | Ensign | 1 | 0 | | 0 |
| 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 | | 1 |
| 5 | 0-2 | Boating is fun..We'll show you how (must be on top half of home page) | 2 | 1 | 0 | 1 |
| | Comments: | Suggest also displaying "America's Boating Club" logo on top half of home page, not just as one of USPS registered trademarks mentoned at the bottom of the page | | | . | |

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

| | range | | | | | Lowest | Pts Awd |
|---|---|---|---|---|---|---|---|
| 1 | 0-3 | Description of the fun we have. | 3 | 2 | 1 | 0 | 3 |
| 2 | 0-3 | Photos showing unit activities | 3 | 2 | 1 | 0 | 3 |
| | Comments: | | | | | . | |

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

| | range | | | | | Lowest | Pts Awd |
|---|---|---|---|---|---|---|---|
| 1 | 0-3 | Explanation of the program | 3 | 2 | 1 | 0 | 3 |
| 2 | 0-1 | Correct decal - proportionally sized | | 2 | 1 | 0 | 0 |
| 3 | 0-1 | Pre-check list provided | | | 1 | 0 | 1 |
| 4 | 0-1 | Contact information | | | 1 | 0 | 0 |
| | Comments: | | | | | . | |

**A7) Contacts for various activities**

| | range | | | | Lowest | Pts Awd |
|---|---|---|---|---|---|---|
| 1 | 0-1 | Public boating course contact(s) | 1 | 0 | | 1 |
| 2 | 0-1 | Members course(s) contact(s) | 1 | 0 | | 0 |
| 3 | 0-1 | Event(s) contact(s) | 1 | 0 | | 0 |

Comments:                                             .

## 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 | 0 |
| 4 | calc | Number of pages with dates over 45 days old. | 1 | | | | -10 |

Comments: Social Events contains past dates exceeding 45 days .

## 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 | | | | -1 |

1 point reduction per error

Comments: Seamanship spelled Seamenship pn history page .

## 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 | 2 | | | | -2 |

Maximum deduct -10 points

Comments: Nautical Knots link on Links page is broken; rotating Camera link on Social Events page is broken. .

## 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 | 1 |
| 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 | | | | | |

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.*

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 | 1 |

Comments: .

## C2) Consistent format across pages.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1 | 0-3 | Consistent format across pages | 3 | 2 | 1 | 0 | 2 |

Comments: Buttons (across top of each page) appear consistent; however, a common background imaage on each page would give the website a more uniform appearance .

## 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 | 1 | 0 | 1 |

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 |

Comments:  Very nice splash / home page!                            .

Total Points Scored     57