

United States Power Squadrons, 2009 Website Awards Tally Sheet
 Revised 5-3-09

Final Score 41

No Award

Squadron/District **Delaware River**

Evaluation Date **9/18/2009**

District Affiliation **5**

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 | Y |
| 4 | (district) Links to squadron websites | |
| 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 | | | | | | Pts |
|---|------------------------------|-------------|---|---|---|---|--------|----------|
| | | Highest | ← | | | | Lowest | Awd |
| 1 | 0-5 Identify purpose of Unit | 5 | 4 | 3 | 2 | 1 | 0 | 3 |
| 2 | 0-3 Identify purpose of USPS | | | 3 | 2 | 1 | 0 | 2 |

Comments:

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 | 0 |

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 | 0 |

Comments:

A4) Display of USPS emblems and logos.

| | | | | | | | | |
|---|---|---|--|---|---|---|---|----------|
| 1 | 0-1 Ensign | | | | | 1 | 0 | 1 |
| 2 | 0-1 USPS Wheel | | | | | 1 | 0 | 0 |
| 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 for 2 points) | | | | 2 | 1 | 0 | 2 |
| 6 | 0-3 ABC3 Logo with Link to USPS ABC web page points on home page, 2 points other location, 1 point for text only link. | 3 | | 3 | 2 | 1 | 0 | 0 |

Comments: **Emblems and logos would add style to the site and make the visit to the site more pleasant.**

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

| | | | | | | | | |
|---|-------------------------------------|--|--|---|---|---|---|----------|
| 1 | 0-3 Description of the fun we have. | | | 3 | 2 | 1 | 0 | 0 |
| 2 | 0-3 Photos showing unit activities | | | 3 | 2 | 1 | 0 | 0 |

Comments:

A6) Presentation of Vessel Safety Check Program

| | | | | | | | | |
|---|--|--|--|---|---|---|---|----------|
| 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 | 0 |
| 4 | 0-1 Contact information | | | | | 1 | 0 | 1 |

Comments: **A decal would emphasize importance of the VSC program.**

A7) 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. | | | | 0 |
| Comments: | | | | | | |

A8) 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) of more committee contacts listed | 2 | 1 | 0 | 0 |
| Comments: | | Bridge photos always enhance the web site. | | | | |

B1) Presentation quality and correctness.

| | | | | | | | |
|-----------|-------|-----------------------------|---|---|---|---|---|
| 1 | 0-3 | Readability and Grammer | 3 | 2 | 1 | 0 | 2 |
| 2 | Calc. | Spelling errors, number. | | | | | 0 |
| Comments: | | 1 point reduction per error | | | | | |

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 | 1 |
| 3 | 0-2 | Appropriately sized for application | 2 | 1 | 0 | 1 |
| Comments: | | More pictures and graphics would enhance the site. | | | | |

B3) Active Linkages & Navigation

| | | | | | | |
|-----------|-------|--|---|---|---|---|
| 1 | 0-2 | Ease of Navigation | 2 | 1 | 0 | 1 |
| 2 | 0-2 | Links easy to identify | 2 | 1 | 0 | 0 |
| 3 | 0-1 | Links identify the subject | 2 | 1 | 0 | 1 |
| 4 | Calc. | Broken links, number | | | | 0 |
| Comments: | | Maximum deduct -10 points Links are difficult to locate if a visitor is not familiar with squadron web sites. | | | | |

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 | | | | | Y |
| Comments: | | 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. Additional links are needed to make the site more informative. | | | | | |

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 |
| Comments: | | Backgrounds which make reading page difficult zero points. Format and arrangement of information is kind of dry reading. | | | | |

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 | 0 | |
| Comments: | | Home page header is nice. Site is only one page. | | | | | |

C2) Consistent format across pages.

| | | | | | | | |
|-----------|-----|--------------------------------|---|---|---|---|---|
| 1 | 0-3 | Consistent format across pages | 3 | 2 | 1 | 0 | 0 |
| Comments: | | Site is only one page. | | | | | |

C3) Use of photos and/or graphics

| | | | | | | | | | |
|-----------|-----|---|---|---|---|---|---|---|---|
| 1 | 0-5 | Use of graphics to enhance message of website | 5 | 4 | 3 | 2 | 1 | 0 | 1 |
| Comments: | | The web site makes very limited use of graphics and photos. | | | | | | | |

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 |
| Comments: | | go to http://www.usps.org/localusps/squadrons.shtml 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 | 1 |
| 2 | 0-2 | If you were a non-member, would this site have increased your interest in USPS? | 2 | 1 | 0 | 0 |
| 3 | 0-2 | Would you be proud of having this website represent your unit or district: | 2 | 1 | 0 | 1 |

Comments: The site gives a basic look at the squadrons scheduled activities but does not encourage the reader to want to know more.

Total Points Scored 41