

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

Final Score 88

Excellence Award

Squadron/District **Grand Lake**

Evaluation Date **10/1/2009**

District Affiliation **31**

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 | 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						Pts Awd	
		Highest	←				Lowest		
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: **[Redacted]**

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: **Nice photos of lake with the map**

A3) Explanation of the benefits of membership

1	0-3	Description of benefits described			3	2	1	0	3
2	0-2	Links to USPS benefits page				2	1	0	2

Comments: **[Redacted]**

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	1
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 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	2	

Comments: **USPS Ensign & Triangle would be better on the Home page**

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

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: **Good selection of photos - lots of fun!**

A6) Presentation of Vessel Safety Check Program

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

Comments: **Good photos of VSC activities**

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	2
4	calc	Number of pages with dates over 45 days old.	0				0
Comments: [REDACTED]							
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		1
3	0-2	Five (5) of more committee contacts listed		2	1	0	2
Comments: Very complete - good photos [REDACTED]							
B1) Presentation quality and correctness.							
1	0-3	Readability and Grammer		3	2	1	0
2	Calc.	Spelling errors, number.	0				3
1 point reduction per error							
Comments: [REDACTED]							
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: Excellent variety of photos [REDACTED]							
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	1				-1
Maximum deduct -10 points							
Comments: Skipper Saver link on "Benefits" page broken [REDACTED]							
B4) Resource Linkages							
1	0-3	USPS Links, 10 or more for 3 points		3	2	1	0
2	0-3	Non-commercial Links, 10 or more for 3 points		3	2	1	0
3	0-3	Commercial Links, 10 or more for 3 points		3	2	1	0
4	Calc.	Disclaimer statement on Commercial Links page Y or N	Y				1
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: Some interesting links [REDACTED]							
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
<i>Backgrounds which make reading page difficult zero points.</i>							
Comments: Yellow background on Safe Boating page gives eye strain [REDACTED]							
C1) Heading descriptive & appealing							
1	0-3	Home page, unique header (graphic)		3	2	1	0
2	0-2	All pages have informative header		2	1	0	2
Comments: [REDACTED]							
C2) Consistent format across pages.							
1	0-3	Consistent format across pages		3	2	1	0
Comments: [REDACTED]							
C3) Use of photos and/or graphics							
1	0-5	Use of graphics to enhance message of website	5	4	3	2	1
Comments: [REDACTED]							
C4) Additional Website Features							
1	0-1	Inclusion of USPS News RSS feed		1	0		1
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: [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	1
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: More USPS logos on the Home page would be nice

Total Points Scored 88