

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

**Final Score 71**

**Website Award**

Squadron/District **Houston Sail and Power Squadron**

Evaluation Date **10/12/2009**

District Affiliation **21**

**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   | <b>Y</b> |
| 4 | (district) Links to squadron websites   | <b></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**

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

Comments:

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

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

Comments:

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

1	0-1 Ensign					1	0	<b>1</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 for 2 points)				2	1	0	<b>2</b>
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	<b>0</b>

Comments: **Site states that it is under re-construction, with new site scheduled to go live on or about Nov 1, 2009. Possibly the new site will contain the ABC3 logo, as it appears that the old site was designed with all required logos and emblems; but have to evaluate based on the old site**

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

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

Comments:

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

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

Comments:

**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	2
3	0-2	Events (zero points if contact missing)	2	1	0	1
4	calc	Number of pages with dates over 45 days old.				
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		1
3	0-2	Five (5) of more committee contacts listed	2	1	0	2
photos of the bridge would be more effective next to their names, instead of having to click on their names to see the photos						
Comments: photos						

**B1) Presentation quality and correctness.**

1	0-3	Readability and Grammer	3	2	1	0	2
2	Calc.	Spelling errors, number.					
1 point reduction per error							
Readability is fine, for what little text there is, but some actual paragraph text instead of just links to would make the site more interesting (and text to describe event photos as well)							
Comments: as well)							

**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	1	
2	0-2	Links easy to identify	2	1	0	1	
3	0-1	Links identify the subject	2	1	0	1	
4	Calc.	Broken links, number					
Maximum deduct -10 points							
Navigation needs some work to make it a more seamless transition. Link names at the top of the pages were sometimes confusing, as they linked to pages with more links instead of directly linking to what the visitor might be looking for. More navigation buttons and more planning could solve that problem: i.e.: "Contacts" button leads to committee chairmen names, but not the Bridge. To find the Bridge members, you have to click on "About Us" and then look for the link to the Bridge. A non-member would give up looking for officers by that time.							
Comments: up looking for officers by that time.							

**B4) Resource Linkages**

1	0-3	USPS Links, 10 or more for 3 points	3	2	1	0	2
2	0-3		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					-8
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>							

Links pages meet requirements but their layout is somewhat confusing -- could be more user-friendly if all the links were together. Technically, the Disclaimer Statement is not on the commercial links page, but on the page LEADING to the commercial links page, so points were lost for that.

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	1	
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:							

**C1) Heading descriptive & appealing**

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

Comments: [redacted]

**C2) Consistent format across pages.**

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

Some pages are not a part of the site, but are pdf pages that do not have the same header as the site; there were also one or two that appeared to be a part of an older site perhaps, that had no headers at all.

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 0 **2**

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>

If scoring a district website item 2 is to be given one point

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: 2 1 0 **0**

All the information that needs to be there seems to be there with the exception of the new ABC3 logo, but the navigation is so poor, and the text so minimal, that the site leaves a lot to be desired. Hopefully their new site will be better organized and informative, with more text in appropriate places to make it more interesting.

Comments: [redacted]

Total Points Scored 71