

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

Final Score 47

No Award

Squadron/District **Kansas City**

Evaluation. Date **9/21/2009**

District Affiliation **30**

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	3

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	1

Comments:

A3) Explanation of the benefits of membership

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.

1	0-1 Ensign					1	0	1
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	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
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	1

Comments: **Boating is fun..We'll show you how is easy way to add points**

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

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

Comments: **Photos of cruise are very nice but are 3 years old and show only one event.**

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	0
3	0-1 Pre-check list provided					1	0	1
4	0-1 Contact information					1	0	1

Comments: **Out of date VSC decal**

A7) Current Activities/Educational calendars available

1	0-2 Public Boating Course (zero points if contact missing)					2	1	0	1
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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	0	
4	calc	Number of pages with dates over 45 days old.	2				-20	
Comments:		Shows June 12 event and only a monthly meeting event. No active dates for courses or social activities.VSC decal out of date.						
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	1	
Comments:		No photos of Bridge						
B1) Presentation quality and correctness.								
1	0-3	Readability and Grammer		3	2	1	0	
2	Calc.	Spelling errors, number.					3	
Comments:		1 point reduction per error						
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						
Comments:		Maximum deduct -10 points Photos were good but dated						
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				3	
Comments:		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>						
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. <i>one point for no background</i> <i>Backgrounds which make reading page difficult zero points.</i>		2	1	0	2	
Comments:								
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	1	
Comments:								
C2) Consistent format across pages.								
1	0-3	Consistent format across pages		3	2	1	0	
Comments:								
C3) Use of photos and/or graphics								
1	0-5	Use of graphics to enhance message of website	5	4	3	2	1	
Comments:		Needs Bridge photos and more up to date photos						3
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 go to http://www.usps.org/localusps/squadrons.shtml <i>If scoring a district website item 2 is to be given one point</i>		1	0		0	
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: Format and basic structure are good but activity photos are dated, activity page shows an out of date event and no addition events except the monthly meeting. There are no active dates for educational courses. Also the VSC Decal needs to be updated. Leaves the impression that nothing is happening.	2	1	0	1
Comments:			Total Points Scored		47	