

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

Final Score 7

No Award

Squadron/District **Memphis Power and Sail**

Evaluation Date **10/8/2009**

District Affiliation **17**

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. | N |

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	0

Comments: **Map of district, but not local unit**

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:

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	1	

Comments: **had old ABC logo, but did link to USPS ABC page**

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: **Nothing updated since Nov 2008**

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	0
4	0-1 Contact information					1	0	0

Comments: **Links to USPS "find a VSC examiner" only**

A7) Current Activities/Educational calendars available

1	0-2 Public Boating Course (zero points if contact missing)			2	1	0	0	0
2	0-2 Members course(s) (zero points if contact missing)			2	1	0	0	0
3	0-2 Events (zero points if contact missing)			2	1	0	0	0

4	calc	Number of pages with dates over 45 days old.							5	-50	
Comments:		No current calendar - no class dates provided -- nothing new since 2008									
A8) Identification of the bridge, committee members & contacts											
1	0-1	Bridge listed				1	0			0	
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:		All are listed, but dated for 2008									
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		2	
3	0-2	Appropriately sized for application				2	1	0		1	
Comments:		only 1 page of photos and it was a pdf page dated 2008									
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									
B4) Resource Linkages											
1	0-3	USPS Links, 10 or more for 3 points				3	2	1	0	3	
2	0-3	Non-commercial Links, 10 or more for 3 points				3	2	1	0	3	
3	0-3	Commercial Links, 10 or more for 3 points				3	2	1	0	2	
4	Calc.	Disclaimer statement on Commercial Links page Y or N								N	
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.									
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	
Comments:		Backgrounds which make reading page difficult zero points.									
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		3	
Comments:											
C2) Consistent format across pages.											
1	0-3	Consistent format across pages				3	2	1	0	3	
Comments:											
C3) Use of photos and/or graphics											
1	0-5	Use of graphics to enhance message of website				5	4	3	2	1	0
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	
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
		<p>Everything on this site was outdated or pointed to the USPS site instead of using their own original information. If I were looking for a Squadron to join, I would have seen this site and assumed that the unit no longer existed. Nov 2008 was the most current date for anything, including their pdf newsletter.</p>				
Comments:			Total Points Scored		7	