

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

Final Score 56

No Award

Squadron/District **Milwaukee Sail & Power Squadron**

Evaluation Date **9/1/2009**

District Affiliation **10**

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	2
2	0-3 Identify purpose of USPS			3	2	1	0	1

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: **Add map of meeting location.**

A3) Explanation of the benefits of membership

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

Comments: **Add link to USPS benefits page.**

A4) Display of USPS emblems and logos.

1	0-1 Ensign					1	0	0	
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	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	0	

Comments: **Add Ensign, Activity Triangle and ABC3 logo and link.**

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: **Photos really add to a website especially if they show members having fun. A "What We Do" page with picture descriptions**

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	1
4	0-1 Contact information					1	0	1

Comments: **Add current VSC decal every year.**

A7) Current Activities/Educational calendars available

1	0-2 Public Boating Course (zero points if contact missing)					2	1	0	2
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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	2			
4	calc	Number of pages with dates over 45 days old.							
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	0			
Comments: Add committee chairs and contact info.									
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									
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: [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							
Maximum deduct -10 points									
Comments: [REDACTED]									
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	1		
3	0-3	Commercial Links, 10 or more for 3 points	3	2	1	0	1		
4	Calc.	Disclaimer statement on Commercial Links page Y or N					-3		
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: These links are an easy way to earn 9 points. Divide into categories and add disclaimer at bottom of page.									
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			
<i>Backgrounds which make reading page difficult zero points.</i>									
Comments: [REDACTED]									
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	2			
Comments: Make as many headers as possible the same.									
C2) Consistent format across pages.									
1	0-3	Consistent format across pages	3	2	1	0	2		
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 go to http://www.usps.org/localusps/squadrons.shtml	1	0		1			
<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	1
3	0-2	Would you be proud of having this website represent your unit or district:	2	1	0	1

Do not be discouraged by your score. This is the start of a good website. Spend some time working on your low score items and you will be ready for next year.

Comments:

Total Points Scored 56