United States Power Squadrons, 2009 Website Awards Tally Sheet
Revised 5-3-09   **Final Score**   **36**

No Award

Squadron/District	Rochester

Evaluation. Date	9/11/2009

District Affiliation   **6**

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

	range		Highest					Lowest	Pts 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	2
	Comments								

A2) Identification of squadron/district area of activity.

					Pts Awd
1	0-1	Description of location of Unit	1	0	0
2	0-1	Map showing location	1	0	0
	Comments:			.	

A3) Explanation of the benfits of membership

							Pts Awd
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:					.	

A4) Display of USPS emblems and logos.

								Pts Awd
1	0-1	Ensign				1	0	0
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	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	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:						.	

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

							Pts Awd
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	1
	Comments:					.	

A6) Presentation of Vessel Safety Check Program

							Pts Awd
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	0
4	0-1	Contact information			1	0	1
	Comments: Logo was from 2008….					.	

A7) Current Activities/Educational calendars available

						Pts Awd
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	0
3	0-2	Events (zero points if contact missing)	2	1	0	0

| 4 | calc | Number of pages with dates over 45 days old. | 1 | | | | | -10 | |

Comments: Member Course not available to general public, thus they can not learn about courses they could take it they become a member; events..3 Dec. 08 still listed .

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: .

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: .

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	1
3	0-2	Appropriately sized for application	2	1	0	1

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	2
4	Calc.	Broken links, number	0				0

Maximum deduct -10 points

Comments: .

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	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	y				

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.

Comments: .

B5) Ability to read the message.

1	0-2	Font - size and style	2	1	0	1
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

Backgrounds which make reading page difficult zero points.

Comments: .

C1) Heading descriptive & appealing

| 1 | 0-3 | Home page, unique header (graphic) | 3 | 2 | 1 | 0 | 1 |
| 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 | 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 | 0 | 3 |

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 |

go to http://www.usps.org/localusps/squadrons.shtml

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

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   2 1 0   1

represent your unit or district:

Comments: Squadron of this size should have a better organized website with the necessary USPS web qualifications. Site is very dis-jointed..hard to navigate and confusing.   .

Total Points Scored   36