

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

Final Score 28

No Award

Squadron/District **Savannah River Sail & Power Squadron**

Evaluation. Date **9/16/2009**

District Affiliation **26**

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
range		Highest	←				Lowest	Awd
1	0-5 Identify purpose of Unit	5	4	3	2	1	0	1
2	0-3 Identify purpose of USPS			3	2	1	0	0

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:

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:

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	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	0

Comments:

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	2

Comments:

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	0
4	0-1 Contact information					1	0	0

Comments: **Decal is from 2007. Only a click here to request an inspection is available.**

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

Information sadly out of date. Web site needs to be up-to-date to be relevant. Also, again the Squadron chooses to use click here to register via email. No personal touch. Members course page is under construction. The events page was bleak, I had to search back through the Google calendar to find an event to check. No contact details available, although through the use of Google map, you could find the location.

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	0

The bridge were listed with pictures and lots of committee members listed, but no contact details for anyone. How do I contact anyone on any of the bridge or committee?

Comments:

B1) Presentation quality and correctness.

1	0-3	Readability and Grammer		3	2	1	0	2
2	Calc.	Spelling errors, number.	0					

1 point reduction per error

Comments:

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	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	2
2	0-3	Non-commercial Links, 10 or more for 3 points		3	2	1	0	0
3	0-3	Commercial Links, 10 or more for 3 points		3	2	1	0	0
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.

No commercial page or links found. I added 'Y' so as not to subtract points for something that is not there.

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	0
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	0

Backgrounds which make reading page difficult zero points.

Very, very poor choice of font / background color. Red should never be used on blue the way it is here. Red is a difficult color at the best of times and for any member or prospective member who is color blind, they would struggle at best to read. The graphic background distracts too much from the content and makes it difficult to easily scan a page. You should try to align the chart as it is really annoying. In short, most people looking for information have a short attention span, if they have to struggle to read a message -- well.. you are the weakest link, good bye!

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	2	

Comments: I think the Squadron name is the only think that makes their tag line unique.

C2) Consistent format across pages.

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

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 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

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 0

3 0-2 Would you be proud of having this website represent your unit or district: 2 1 0 0

Comments: I suggest a thorough review of this web site for standards and style. I would recommend contacting a web designer to help re-design the site to make it more relevant.

Total Points Scored 28