

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

Final Score 70

Website Award

Squadron/District **Skokie Valley**

Evaluation Date **10/4/2009**

District Affiliation **20**

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 | Y |
| 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		Point Range						Pts Awd	
		Highest	←				Lowest		
1	0-5	Identify purpose of Unit	5	4	3	2	1	0	4
2	0-3	Identify purpose of USPS			3	2	1	0	3

Comments: **We want to see purpose and not history**

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	3
2	0-2	Links to USPS benefits page			2	1	0	2	

Comments: **Only thing there is link to USPS benefits page**

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: **All of the logos are available for easy download**

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

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

Comments:

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

Comments:

A7) Current Activities/Educational calendars available

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	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. [redacted]
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

Comments: [redacted]

B1) Presentation quality and correctness.

1	0-3	Readability and Grammar				3	2	1	0	3
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	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								

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: Running Lights is your newsletter not other links [redacted]

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

Backgrounds which make reading page difficult zero points.
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: [redacted]

C2) Consistent format across pages.

1	0-3	Consistent format across pages				3	2	1	0	3
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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	3
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Comments: [redacted]

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 go to http://www.usps.org/localusps/squadrons.shtml				1	0	1

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

Comments:

Total Points Scored 70