

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

Final Score 7

No Award

Squadron/District **Southport Sail and Power Squadron**

Evaluation Date **9/30/2009**

District Affiliation **27**

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	N
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	N
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

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	2	

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	1

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	0

Comments:

A6) Presentation of Vessel Safety Check Program

1	0-3 Explanation of the program			3	2	1	0	1
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		0
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. 3 -30
Comments: [REDACTED]

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: [REDACTED]

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 1
2 0-2 Links easy to identify 2 1 0 1
3 0-1 Links identify the subject 2 1 0 1
4 Calc. Broken links, number 3 -3
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 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.
If disclaimer statement is missing zero points for this section.
Comments: [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 1
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 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 1
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 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: [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 0
3 0-2 Would you be proud of having this website represent your unit or district: 2 1 0 0

Comments: Unfortunately, this site has no webmaster and hasn't been updated since 2005-2006. Suggest delinking this site until a webmaster is assigned and it is re-vamped.

Total Points Scored 7