

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

Final Score 57

No Award

Squadron/District **District 4**
 Evaluation. Date **10/1/2009**
 District Affiliation **4**

Required Items

In compliance?
 (Y/N)

- 1 Link to USPS.org on Home (opening) page **y**
- Subtitle below squadron name
- 2 "A unit of United States Power Squadrons ®"
Sail and Power Boating **7**
- 3 (squadron) Link to District Website
- 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	Description	Point Range						Pts Awd
		Highest	←	→	Lowest			
1 0-5	Identify purpose of Unit	5	4	3	2	1	0	0
2 0-3	Identify purpose of USPS			3	2	1	0	0
Comments	Nothing on home page describing who they are or anything about USPS							

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:	mentions the area served							

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
Comments:	No description of benefits on home 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	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		
6 0-3	ABC3 Logo with Link to USPS ABC web page 3 points on home page, 2 points other location, 1 point for text only link.			3	2	1	0		0
Comments:	Wheel is very small and at bottom of the home page								

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

1 0-3	Description of the fun we have.			3	2	1	0	1
2 0-3	Photos showing unit activities			3	2	1	0	0
Comments:	Just has a calender of events							

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	1
3 0-1	Pre-check list provided					1	0	1
4 0-1	Contact information					1	0	1
Comments:	Found VSC under Committee a non member might not look there. Should have it's own link							

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	0			
4	calc	Number of pages with dates over 45 days old.				0			
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: Bridge listed under Council A non member might not know what a council is. [REDACTED]									
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: Not cluttered good links well described [REDACTED]									
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: [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	0			
4	Calc.	Broken links, number				0			
Maximum deduct -10 points									
Comments: [REDACTED]									
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	2		
3	0-3	Commercial Links, 10 or more for 3 points	3	2	1	0	2		
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.									
<i>If disclaimer statement is missing zero points for this section.</i>									
Comments: Good links. Well organized and labeled [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	1			
<i>Backgrounds which make reading page difficult zero points.</i>									
Comments: Home page well organized easy on the eyes [REDACTED]									
C1) Heading descriptive & appealing									
1	0-3	Home page, unique header (graphic)	3	2	1	0	3		
2	0-2	All pages have informative header	2	1	0	2			
Comments: pages all have heading detailing page contents [REDACTED]									
C2) Consistent format across pages.									
1	0-3	Consistent format across pages	3	2	1	0	3		
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: Could use more photos [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									
<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	2			
2	0-2	If you were a non-member, would this site have	2	1	0	2			

3 0-2 increased your interest in USPS?
Would you be proud of having this website
represent your unit or district:

2 1 0 **2**

Comments: [REDACTED]

Total Points Scored 57