

## United States Power Squadrons, 2006 Website Awards Tally Sheet

Squadron/

District Name

Houston

Evaluation Date

11/10 - 11/11

District Affiliation

21

**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	Privacy statement or link on home page at bottom	Y
6	USPS Trademark reference or link at home page bottom	Y
7	Disclaimer statement or link on home page at bottom	Y
8	Active e-mail link to Webmaster on home page	Y
9	Website must display current information	Y

**A1 Identify purpose of the squadron/district/USPS**

range		Highest	←————→					Lowest	Pts
1	0-5 Identify purpose of Unit	5	4	3	2	1	0	5	
2	0-1 Identify the purpose of the squadron/district					1	0	1	
3	0-2 Identify purpose of USPS				2	1	0	2	
Comments:									

**A2) Identification of squadron/district area of activity.**

1	1	Description of location of Unit					1	0	1
2	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	3
2	0-2	Links to USPS benefits				2	1	0	1
Comments:									

**A4) Display of USPS emblems and logos.**

1	1	Ensign						1	0	0
2	1	USPS Wheel						1	0	1
3	1	Activity Triangle						1	0	1
4	1	90th Anniversary Logo						1	0	0
5	0-2	Graphics properly sized.				2	1	0		1
Comments:		#1 Ensign on "Benefits" page, none on Home Page								

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

1	0-3	Description of the fun we have.				3	2	1	0	3
2	0-3	Photos showing unit activities			4	3	2	1	0	4

Comments: photos are excellent and well presented

#### A6) Presentation of Vessel Safety Check Program

1	0-2	Explanation of the program	2	1	0	0
2	1	Correct decal - proportionally sized	1	0	0	
3	1	Pre-check list provided	1	0	0	
4	1	Contact information	1	0	1	

Comments: #1 & 2 No explanation or decal on your site; #4 should show HSPS examiners if any, past & future HSPS exam points & times, if any, and have a contact person listed under "VSC" as well as on a separate contact list, if you have one

#### A7) Contacts for various activities

1	1	Public boating course contact(s)	1	0	1
2	1	Members course(s) contact(s)	1	0	1
3	1	Event(s) contact(s)	1	0	1

Comments:

#### A8) Current Activities/Educational calendars available

1	2	Public Boating Course (zero points if contact missing)	2	1	0	1
2	2	Members course(s) (zero points if contact missing)	2	1	0	1
3	2	Events (zero points if contact missing)	2	1	0	2
4		Number of pages with dates over 30 days old.				1

Deduct 10 points for each page over 30 days old

Comments: #4 members courses; #1 & 2 no sched for future "member courses", contact not on Education page, in addn to "contacts" pages

#### A9) Identification of the bridge, committee members & contacts

1	1	Bridge listed	1	0	1
2	1	Bridge photo(s)	1	0	1
3	2	Five (5) of more committee contacts listed	2	1	0

Comments: #3 extensive list of committees but no names & no contacts, other people are listed in other places but not as committee contacts

#### B1) Presentation quality and correctness.

1	0-3	Readability and Grammer	3	2	1	0	3
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: outstanding photos & graphics

#### 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

Maximum deduct -10 points 0

Comments: "Other Web Site Links" goes to a second layer with 10 choices; it has the same categories as the other menu, is redundant and is confusing and adds no value, but complicates navigation. It should be eliminated.

#### 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	3
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: #1 I found fewer than 10 links; #3 I found no commercial links & certainly none in a separate list of commercial links & a disclaimer statement

**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	2
4	0-2	Appropriate background. one point for no background	2	1	0	2

Backgrounds which make reading page difficult zero points.

Comments: #1 area map print too small to read

**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	1	

Comments: #1 unique & imaginative, I liked it, but not practical or useable on other pages; #4 many do but not all

**C2) Consistent format across pages.**

1	0-3	Consistent format across pages	3	2	1	0	0
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Comments: very few have consistent headers

**C3) Use of photos and/or graphics**

1	0-5	Use of graphics to enhance message of website	5	4	3	2	1	0	4
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Comments: photos are terrific; a little thin on graphics

**C4) Animated Graphics**

1	0-3	Use of animated graphics, appropriate and add interest of the website	3	2	1	0	1
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Comments: I found only one, and the animation added no value or interest

**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	0

Comments: Site is excellent in some categories & very poor in others that are very easy & simple to correct & be in the "excellent" range as it should be. I looked hard to see if I could come up with scores high enough to get you to 75 without the 10-point penalty. I regret I could not find enough to do that.

**Total Points Scored 58**