

United States Power Squadrons, 2006 Website Awards Tally Sheet

Squadron/

District Name

Jacksonville

Evaluation Date

19 October, 2006

District Affiliation

23

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 | 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 |
|--|---|---------|--------|---|---|---|---|--------|-----|
| | | 5 | 4 | 3 | 2 | 1 | 0 | Awd | |
| 1 | 0-5 Identify purpose of Unit | | | | | | | 4 | |
| 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: Good use of link to National history page. | | | | | | | | | |

A2) Identification of squadron/district area of activity.

| | | | | | | | | | |
|---|---|---------------------------------|--|--|--|--|---|---|---|
| 1 | 1 | Description of location of Unit | | | | | 1 | 0 | 0 |
| 2 | 1 | Map showing location | | | | | 1 | 0 | 0 |
| Comments: OOPS!!! That's an easy one to miss. | | | | | | | | | |

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 | | | 2 | 1 | 0 | | 0 |
| Comments: | | | | | | | | | |

A4) Display of USPS emblems and logos.

| | | | | | | | | | | |
|---|-----|--------------------------|--|--|---|---|---|---|---|---|
| 1 | 1 | Ensign | | | | | | 1 | 0 | 0 |
| 2 | 1 | USPS Wheel | | | | | | 1 | 0 | 0 |
| 3 | 1 | Activity Triangle | | | | | | 1 | 0 | 0 |
| 4 | 1 | 90th Anniversary Logo | | | | | | 1 | 0 | 1 |
| 5 | 0-2 | Graphics properly sized. | | | 2 | 1 | 0 | | | 2 |
| Comments: Should have a USPS Ensign with squadron burgee. | | | | | | | | | | |

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 | | | 4 | 3 | 2 | 1 | 0 | 4 |

Comments: [REDACTED]

A6) Presentation of Vessel Safety Check Program

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

Comments: Good VSC page. [REDACTED]

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: Could use phone #'s or email for activity contacts. [REDACTED]

A8) Current Activities/Educational calendars available

| | | | | | | |
|---|---|---|---|---|---|---|
| 1 | 2 | Public Boating Course (zero points if contact missing) | 2 | 1 | 0 | 2 |
| 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. [REDACTED] 0 | | | | 0 |
| | | Deduct 10 points for each page over 30 days old | | | | |

Comments: [REDACTED]

A9) Identification of the bridge, committee members & contacts

| | | | | | | |
|---|---|--|---|---|---|---|
| 1 | 1 | Bridge listed | | 1 | 0 | 1 |
| 2 | 1 | Bridge photo(s) | | 1 | 0 | 0 |
| 3 | 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 | 3 |
| 2 | Calc. | Spelling errors, number. [REDACTED] 0 | | | | | |

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: Nice photos - quick loading with the thumbnails. [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 | 1 |
| 3 | 0-1 | Links identify the subject | 2 | 1 | 0 | 1 |
| 4 | Calc. | Broken links, number [REDACTED] 1 | | | | -1 |

Maximum deduct -10 points

-1

Comments: Navigation frame link to D/23 wrong, link in text OK. [REDACTED]

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 | 1 |
| 3 | 0-3 | Commercial Links, 10 or more for 3 points | 3 | 2 | 1 | 0 | 3 |
| 4 | Calc. | Disclaimer statement on Commercial Links page Y or N [REDACTED] 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.

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 | 2 |
| 4 | 0-2 | Appropriate background. <i>one point for no background</i> <i>Backgrounds which make reading page difficult zero points.</i> | 2 | 1 | 0 | 2 |

Comments: [redacted]

C1) Heading descriptive & appealing

| | | | | | | | |
|---|-----|------------------------------------|---|---|---|---|---|
| 1 | 0-3 | Home page, unique header (graphic) | 3 | 2 | 1 | 0 | 0 |
| 2 | 0-2 | All pages have informative header | 2 | 1 | 0 | 0 | 0 |

Comments: Top frame is really plain.

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 | 1 |
|---|-----|---|---|---|---|---|---|---|---|

Comments: [redacted]

C4) Animated Graphics

| | | | | | | | |
|---|-----|---|---|---|---|---|---|
| 1 | 0-3 | Use of animated graphics, appropriate and add interest of the website | 3 | 2 | 1 | 0 | 1 |
|---|-----|---|---|---|---|---|---|

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 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: [redacted]

Total Points Scored 64