

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

Squadron/

District Name **New York**

Evaluation Date **12/3/2006**

District Affiliation

**4**

### Required Items

In compliance?  
(Y/N)

1	Link to USPS.org on Home (opening) page	<b>Y</b>
2	Subtitle below squadron name "a unit of United States Power Squadrons ®" Sail and Power Boating	<b>N</b>
3	(squadron) Link to District Website	<b>Y</b>
4	(district) Links to squadron websites	<b>Y</b>
5	Privacy statement or link on home page at bottom	<b>Y</b>
6	USPS Trademark reference or link at home page bottom	<b>Y</b>
7	Disclaimer statement or link on home page at bottom	<b>N</b>
8	Active e-mail link to Webmaster on home page	<b>N</b>
9	Website must display current information	<b>Y</b>

### 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	<b>2</b>
2	0-1 Identify the purpose of the squadron/district					1	0	<b>0</b>
3	0-2 Identify purpose of USPS				2	1	0	<b>0</b>
Comments: <b></b>								

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

1	1	Description of location of Unit					1	0	<b>0</b>
2	1	Map showing location					1	0	<b>0</b>
Comments: <b>New York is a big place, are you located in just one part?</b>									

### A3) Explanation of the benefits of membership

1	0-3	Description of benefits described				3	2	1	0	<b>1</b>
2	0-2	Links to USPS benefits				2	1	0		<b>0</b>
Comments: <b></b>										

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

1	1	Ensign						1	0	<b>1</b>
2	1	USPS Wheel						1	0	<b>0</b>
3	1	Activity Triangle						1	0	<b>0</b>
4	1	90th Anniversary Logo						1	0	<b>1</b>
5	0-2	Graphics properly sized.				2	1	0		<b>1</b>
Comments: <b></b>										

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

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

Comments: Not sure if you have any fun.

**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	0	

Comments: One of the most important member involvement programs for USPS

**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	2
3	2	Events (zero points if contact missing)	2	1	0	2
4		Number of pages with dates over 30 days old.				-20
		Deduct 10 points for each page over 30 days old				

Comments: Meetings page, publications page

**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	2

Comments:

**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:

**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: Officer pictures very small

**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				-1

Maximum deduct -10 points

-1

Comments: link to meetings page from calendar page

**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	2
4	Calc.	Disclaimer statement on Commercial Links page Y or N					-6

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: Missing disclaimer on both home and link pages

**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>	2	1	0	1

*Backgrounds which make reading page difficult zero points.*

Comments:

**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:

**C2) Consistent format across pages.**

1	0-3	Consistent format across pages	3	2	1	0	2
---	-----	--------------------------------	---	---	---	---	---

Comments:

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

1	0-5	Use of graphics to enhance message of website	5	4	3	2	1	0	0
---	-----	---	---	---	---	---	---	---	---

Comments: A few graphics or photos would be a big help

**C4) Animated Graphics**

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

Comments:

**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	1

Comments: Initial reaction when opening website is very positive, nice header and navigation wheel.

That was the best part of the website.

Total Points Scored 23