

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

Squadron/

District Name

Pequossette

Evaluation Date

11/6/2006

District Affiliation

12

### 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	n
8	Active e-mail link to Webmaster on home page	n
9	Website must display current information	n

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

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

Pts  
Awd

1  
1  
2

Comments: While this site may meet the minimum requirements once the above compliance issues are resolved - it is not robust or adequate to explain the worthwhile activities that the Squadron enjoys. The Tom Tom newsletter is robust - but the evaluation is of the 'site' not the linked newsletter. You have made a good start on a good site - good luck in continuing your efforts.

### 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	1
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	0
5	0-2	Graphics properly sized.				2	1	0		1

Comments: I noted no graphics other than the Squadron burgee - the site needs to be 'perked-up' a little by the use of graphics in various places.

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

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

Comments: The Tom Tom shows the fun - but it doesn't come through in the format you have chosen for the site

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

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

Comments: The VSC may get 'lost' by keeping it in the "Links" - and the reference page is 'old' - a new one is available via the new National site

**A7) Contacts for various activities**

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

Comments:

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

1	2	Public Boating Course (zero points if contact missing)	2	1	0	0
2	2	Members course(s) (zero points if contact missing)	2	1	0	0
3	2	Events (zero points if contact missing)	2	1	0	0
4		Number of pages with dates over 30 days old. Deduct 10 points for each page over 30 days old				

Comments:

**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

Comments:

**B1) Presentation quality and correctness.**

1	0-3	Readability and Grammer	3	2	1	0	1
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: The six pictures are interesting - but without labels or explanation - they lack .... General interest ... for example - the man playing the accordion - is that supposed to make the public join this Squadron? Who are the two guys in the kitchen? I am sure, (being in a Squadron with similar parties) that they are well loved ... but what is the purpose of putting them out on the web with no stated intent?

**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				

Maximum deduct -10 points

Comments:

**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	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 -5

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: Sorry - no disclaimer statement

**B5) Ability to read the message.**

1	0-2	Font - size and style	2	1	0	0	1
2	0-2	Font color, good contrast	2	1	0	0	1
3	0-2	Appropriate use of text space	2	1	0	0	1
4	0-2	Appropriate background. one point for no background	2	1	0	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	1
2	0-2	All pages have informative header	2	1	0	0	1

Comments:

**C2) Consistent format across pages.**

1	0-3	Consistent format across pages	3	2	1	0	1
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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
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Comments: Sorry - no graphics - no points

**C4) Animated Graphics**

1	0-3	Use of animated graphics, appropriate and add interest of the website	3	2	1	0	0
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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	0	1
2	0-2	If you were a non-member, would this site have increased your interest in USPS?	2	1	0	0	1
3	0-2	Would you be proud of having this website represent your unit or district:	2	1	0	0	0

Comments: Very good newsletter, but it couldn't make up for web page deficiencies, sorry!

Total Points Scored 31