

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

Squadron/

District Name

Poverty Bay

Evaluation Date

10/31-11/11

District Affiliation

16

### 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 ®"<br>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 |

- |   |
|---|
| Y |
|   |
| Y |
| Y |
| Y |
| Y |
| Y |
| Y |
| Y |

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

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

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: PARKED IN THE COMMANDER'S MESSAGE, WHO WOULD KNOW TO LOOK FOR IT THERE?

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

Comments: #4 ON HOME PAGE BUT TOO SMALL TO READSON A 12.4" SCREEN

### 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	2

Comments: #2 class picture only

#### 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	1

Comments:

#### A7) Contacts for various activities

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

Comments: I could find only a boating course contact

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

Comments:

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

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

Comments: self explanatory

#### B1) Presentation quality and correctness.

1	0-3	Readability and Grammar	3	2	1	0	2
2	Calc.	Spelling errors, number.					-1

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	0

Comments: #3 at least 3 cases of "too small"

#### B3) Active Linkages & Navigation

1	0-2	Ease of Navigation	2	1	0	0
2	0-2	Links easy to identify	2	1	0	0
3	0-1	Links identify the subject	2	1	0	1
4	Calc.	Broken links, number				0

Maximum deduct -10 points 0

Comments: #1 incoherent organization of pages; #2 often are buried under an unrelated area; #3 often they don't identify the subject well

#### 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	3
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					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: #1 some links that do not meet their identified purposes do not count

**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	1

Comments: self explanatory

**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		1

Comments: USPS wheel too small, text difficult to read

**C2) Consistent format across pages.**

1	0-3	Consistent format across pages	3	2	1	0	0
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Comments: all vary

**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:

**C4) Animated Graphics**

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

Total Points Scored 53