

United States Power Squadrons, 2006 Website Awards Tally Sheet

Squadron/

District Name **Rochester**

Evaluation Date **12/3/2006**

District Affiliation **6**

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	3
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: Hidden partially on history page								

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	0
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	1
4 1	90th Anniversary Logo					1	0	0
5 0-2	Graphics properly sized.			2	1	0		0
Comments: Easy points								

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

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

Comments: Dog walking on breakwater does not do much to show fun you have. Also you indicated that the picture of the people having fun in the water does not depict the squadron activities.

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	0
4	1	Contact information		1	0	1
Comments: [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	0
3	1	Event(s) contact(s)		1	0	1
Comments: [REDACTED]						

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	0
3	2	Events (zero points if contact missing)	2	1	0	1
4		Number of pages with dates over 30 days old. [REDACTED]				
		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	1
3	2	Five (5) of more committee contacts listed	2	1	0	2
Comments: [REDACTED]						

B1) Presentation quality and correctness.

1	0-3	Readability and Grammer	3	2	1	0	3
2	Calc.	Spelling errors, number. [REDACTED]					
		1 point reduction per error					
Comments: [REDACTED]							

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	2	
Comments: [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	2	
3	0-1	Links identify the subject	2	1	0	2	
4	Calc.	Broken links, number [REDACTED]					
		Maximum deduct -10 points					
Comments: [REDACTED]							

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	2
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 [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	1

Comments: [REDACTED]

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: [REDACTED]

C2) Consistent format across pages.

1	0-3	Consistent format across pages	3	2	1	0	1
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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	3
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Comments: [REDACTED]

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: Very cleaver use of flags for welcome

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	2

Comments: #3 only if shortcomings are resolved. Initial reaction was boy this will be interesting after reading the welcome in flag language. Total Points Scored 59
It was not uphill from there.