

United States Power Squadrons, 2006 Website Awards Tally Sheet

Squadron/

District Name **Berkshire**

Evaluation Date **12/1/2006**

District Affiliation **2**

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

		point range						Pts Awd
range		Highest	←————→				Lowest	
1	0-5 Identify purpose of Unit	5	4	3	2	1	0	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: _____								

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: Map could be more concise, not too clear where the area of activity is located.								

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	1
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: District flag and squadron burgee present								

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: _____								

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	0
3	1	Pre-check list provided	1	0	0	0
4	1	Contact information	1	0	0	0

Comments: Could not find any information about VSC program .

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: Links to district education page, not user friendly .

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	1
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: combining squadron with district calendars is confusing to the visitor

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	1

Comments: No bridge photos .

B1) Presentation quality and correctness.

1	0-3	Readability and Grammer	3	2	1	0	1
2	Calc.	Spelling errors, number. [redacted]					

1 point reduction per error

Comments: Combining squadrons together on district pages is confusing to the non member

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: [redacted] .

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	1
4	Calc.	Broken links, number [redacted]				

Maximum deduct -10 points

Comments: Use of back button to return to home 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	0
3	0-3	Commercial Links, 10 or more for 3 points	3	2	1	0	0
4	Calc.	Disclaimer statement on Commercial Links page Y or N [redacted]					

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: Minimal links to outside of D2 information .

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	1
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: #3 combined district pages hard to read

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	

Comments: #2, only home page has squadron header

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:

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	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	0

Comments: Combining website with district website provides only minimal exposure of the squadron

Total Points Scored 37