

# United States Power Squadrons, 2006 Website Awards Tally Sheet

Squadron/

District Name

Sacramento

Evaluation Date

10/26-11/3

District Affiliation

25

**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	
5	Privacy statement or link on home page at bottom	y
6	USPS Trademark reference or link at home page bottom	n
7	Disclaimer statement or link on home page at bottom	n
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	5
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: not really clear almost seems like the public isn't welcome.									

**A3) Explanation of the benefits of membership**

1	0-3	Description of benefits described			3	2	1	0	3
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	0
4	1	90th Anniversary Logo						1	0	0
5	0-2	Graphics properly sized.				2	1	0		0
Comments:										

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

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

Comments: have to track down "River Pilot" publication to find any of this

#### 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	1
4	1	Contact information		1	0	1

Comments:

#### A7) Contacts for various activities

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

Comments: I don't think the public would go to the contact us page to find the education officer, or any one else actually. I am assuming members know to contact SEO & AO

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

Deduct 10 points for each page over 30 days old

Comments: Same as above Again I can't totally agree with this minimalistic contact approach as being in the best interests of the public

#### 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	0

Comments:

#### B1) Presentation quality and correctness.

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

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	2

Comments:

#### 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				0

Maximum deduct -10 points 0

Comments: has two different home pages it appears. One with cool concentric circles. Glad this goes away! Ripples & bouys are a good touch

#### 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	1
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: [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>	2	1	0	2

*Backgrounds which make reading page difficult zero points.*

Comments: nice touch with burgee

**C1) Heading descriptive & appealing**

1	0-3	Home page, unique header (graphic)	3	2	1	0	3
2	0-2	All pages have informative header	2	1	0	1	

Comments: I would like more emphasis on the page header as to content, use of blue is confusing with other actual links.

**C2) Consistent format across pages.**

1	0-3	Consistent format across pages	3	2	1	0	3
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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	2
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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: for home page glad the wheel effect doesn't follow through all pages

**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	2
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: [REDACTED]

Total Points Scored 66