

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

Squadron/

District Name

Berea

Evaluation Date

10/31 - 11/07

District Affiliation

7

### 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	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	0
Comments:									

### 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	2
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			1
Comments:										

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

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

Comments: #2 only 4 photos found

#### 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	1
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	1
3	1	Event(s) contact(s)		1	0	0

Comments: #1 & 2 Educ Officer only contact shown, no points deducted

#### 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	2
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

Comments: #1 nothing except courses in progress; #2 it may be under "Members only", should be available to the public; #3 none found

#### 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	0

Comments: #3 none listed under "bridge",

#### 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	1
3	0-1	Links identify the subject	2	1	0	0
4	Calc.	Broken links, number				0

Maximum deduct -10 points 0

Comments: #2 & 3 confusing & overlapping, e.g., middle of home page similar to "Site Navigation" on left

#### 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	1
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					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: #3 could find none; #4 no coml links page & thus no disclaimer statement on that page;  
I'm showing "Y" artificially so you won't get penalized twice

**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	2

Comments: [redacted]

**C1) Heading descriptive & appealing**

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

Comments: #1 no graphics found in header

**C2) Consistent format across pages.**

1	0-3	Consistent format across pages	3	2	1	0	2
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Comments: some pages were not consistent with the your standard

**C3) Use of phots 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: no graphics found

**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: none found

**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	2
3	0-2	Would you be proud of having this website represent your unit or district:	2	1	0	1

Comments: You won an excellence award last year; some fairly simple steps would bring it back; I searched to see if I could make up the 11 missing point (to 75) and I couldn't do it; I can't understand how this could happen, and I'm sorry for that. The above record will show you what you need to fix the situation. If any of the explanations are too terse to give you the info you need, contact the Webaward Chairman with your questions

**Total Points Scored 64**