

United States Power Squadrons, 2006 Website Awards Tally Sheet

Squadron/

District Name

Smithtown Bay

Evaluation Date

11/6/2006

District Affiliation

3

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	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	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		The mission statement is serviced to the 'letter of the requirement' rather than the 'spirit' of the requirement - its just not very Inspiring or motivating.						

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	2
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	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		1
Comments:										

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

Comments: Not so much fun described in the pictures - just meetings - nothing about BOATS

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	0
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	1

Comments:

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

Comments:

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	2

Comments:

B1) Presentation quality and correctness.

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

1 point reduction per error

Comments: The home page is very vertical - sort of chained together with no consistency

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	1

Comments:

B3) Active Linkages & Navigation

1	0-2	Ease of Navigation	2	1	0	1
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				

Maximum deduct -10 points

Comments:

B4) Resource Linkages

1	0-3	USPS Links, 10 or more for 3 points	3	2	1	0	3
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					

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	1
2	0-2	Font color, good contrast	2	1	0	1
3	0-2	Appropriate use of text space	2	1	0	1
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	2
2	0-2	All pages have informative header	2	1	0		2

Comments: [redacted]

C2) Consistent format across pages.

1	0-3	Consistent format across pages	3	2	1	0	0
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Comments: Each of the sub-pages off of the home page had a different header and 'look' - very distracting

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: While there are photos of dinners and COW's - there are no boating pictures on the main suite - other than the historical photos

C4) Animated Graphics

1	0-3	Use of animated graphics, appropriate and add interest of the website	3	2	1	0	1
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Comments: The horizontal scrolling across the home page is distracting and Off-putting - it is hard to read and doesn't add anything to the initial impression of the site

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: sorry - the home page is a turn-off .. The first thing you see when you scroll down is a portrait of the Commander - as if he is the most important thing that the Squadron has to present to the public (I doubt it). After his picture - no other pictures, unless you go to the "Activity Photos" link - and then you are in to an unlabeled - unedited series of pictures of COW's and historical photos.

Total Points Scored 68