

United States Power Squadrons, 2006 Website Awards Tally Sheet

Squadron/

District Name

Somerset

Evaluation Date

11/6/2006

District Affiliation

4

Required Items

In compliance?

(Y/N)

1 Link to USPS.org on Home (opening) page

y

Subtitle below squadron name

2 "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

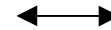
y

A1 Identify purpose of the squadron/district/USPS

range

- | | | |
|---|-----|-----------------------------------------------|
| 1 | 0-5 | Identify purpose of Unit |
| 2 | 0-1 | Identify the purpose of the squadron/district |
| 3 | 0-2 | Identify purpose of USPS |

Highest



Lowest

5	4	3	2	1	0
				1	0
			2	1	0

**Pts
Awd**

3
1
2

Comments

A2) Identification of squadron/district area of activity.

- | | | |
|---|---|---------------------------------|
| 1 | 1 | Description of location of Unit |
| 2 | 1 | Map showing location |

				1	0
				1	0

1
1

Comments:

A3) Explanation of the benefits of membership

- | | | |
|---|-----|-----------------------------------|
| 1 | 0-3 | Description of benefits described |
| 2 | 0-2 | Links to USPS benefits |

				3	2	1	0
				2	1	0	

0
0

Comments: bad link: http://www.usps.org/u_stuff/FAQ.html

A4) Display of USPS emblems and logos.

- | | | |
|---|-----|--------------------------|
| 1 | 1 | Ensign |
| 2 | 1 | USPS Wheel |
| 3 | 1 | Activity Triangle |
| 4 | 1 | 90th Anniversary Logo |
| 5 | 0-2 | Graphics properly sized. |

					1	0
					1	0
					1	0
					1	0
		2	1	0		

0
0
0
0
0

Comments: No graphics - other than the Squadron Burgee with USPS Ensign

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

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

				3	2	1	0
		4	3	2	1	0	

1
1

Comments: Great photos of members boats - but no photos of 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	1
3	1	Pre-check list provided		1	0	0
4	1	Contact information		1	0	0

Comments: No local info on VSC's - just the National page

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	0

Comments: Very little info on courses other than one paragraph on home page

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	0
4		Number of pages with dates over 30 days old.				
		Deduct 10 points for each page over 30 days old				

Comments: no members courses mentioned

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:

B1) Presentation quality and correctness.

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

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: Nice pictures of Members boats - but no pictures of Squadron activity

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				2	-2

Maximum deduct -10 points

-2

Comments: bad link to USPS and bad link to newsletter:

<http://www.usps.org/lc/somerset/POC/2006POCFall%5C2006POCFall.html>

B4) Resource Linkages

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

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: While the home page has links to generic information (USPS-provided panels, tides, weather) there are no other useful 'links' for the users or members

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	3
2	0-2	All pages have informative header	2	1	0	0	0

Comments: Most pages are secon-party provided (tides, weather, etc) - so there is no consistency or Squadron identification

C2) Consistent format across pages.

1	0-3	Consistent format across pages	3	2	1	0	1
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Comments: There is no consistent format - because the majority of the linked pages are 'canned' and not original work

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	0
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Comments: [REDACTED]

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	1

Comments: With some work this design could be useful - however as it is - all of the information is 'second-hand' off of others' pages. Link to newsletter and USPS do not work

Total Points Scored 42