United States Power Squadrons, 2006 Website Awards Tally Sheet

Squadron/
District Name   Door County

Evaluation Date   12/3/2006

District Affiliation   10

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

Pts Awd

A1 Identify purpose of the squadron/district/USPS

	range		Highest				Lowest		Pts Awd
1	0-5	Identify purpose of Unit	5	4	3	2	1	0	3
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.

									Pts Awd
1	1	Description of location of Unit					1	0	1
2	1	Map showing location					1	0	1

Comments: .

A3) Explanation of the benfits of membership

									Pts Awd
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.

									Pts Awd
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: Easy points here   .

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

									Pts Awd
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	1

Comments: [_____] .

A6) Presentation of Vessel Safety Check Program

1	0-2	Explanation of the program	2	1	0		1
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: couldn't find any local information on the most important member involvement
program for new members.

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		1

Comments: [_____] .

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		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	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: Need more of squadron activities, not just boat pictures

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				[__]	
		Maximum deduct -10 points					

Comments: [_____] .

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				[__]	

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: ▮▮▮▮▮▮▮▮▮▮▮ .

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. *one point for no background*	2	1	0	1

Backgrounds which make reading page difficult zero points.

Comments: ▮▮▮▮▮▮▮▮▮▮▮ .

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	1

Comments: ▮▮▮▮▮▮▮▮▮▮▮ .

C2) Consistent format across pages.

1	0-3	Consistent format across pages	3	2	1	0	3

Comments: ▮▮▮▮▮▮▮▮▮▮▮ .

C3) Use of phots and/or graphics

1	0-5	Use of graphics to enhance message of website	5	4	3	2	1	0	2

Comments: ▮▮▮▮▮▮▮▮▮▮▮ .

C4) Annimated Graphics

1	0-3	Use of annimated graphics, appropriate and add interest ot the website	3	2	1	0	0

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

Comments: Not the easiest to navigate. Home page makes the point about WI boating law but does not invite the visitor to a power squadron website.

Total Points Scored   61