

United States Power Squadrons, 2006 Website Awards Tally Sheet

Squadron/

District Name Toledo Power Squadron

Evaluation Date 10/23/2006

District Affiliation 29

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		Highest	←	→	Lowest		Pts Awd	
1	0-5	Identify purpose of Unit	5			1	0	4	
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		0
Comments:										

A4) Display of USPS emblems and logos.

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

Comments: [REDACTED]

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	0
4	1	Contact information		1	0	1

Comments: 2000 decal shown on one page, bad link to decal on another 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	1
3	1	Event(s) contact(s)		1	0	1

Comments: [REDACTED]

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. [REDACTED]				
		Deduct 10 points for each page over 30 days old				

Comments: [REDACTED]

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: [REDACTED]

B1) Presentation quality and correctness.

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

1 point reduction per error

Comments: [REDACTED]

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: [REDACTED]

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 [REDACTED]				

Maximum deduct -10 points

Comments: I would add a navigational bar to make it easier to return to homepage and other links.

B4) Resource Linkages

1	0-3	USPS Links, 10 or more for 3 points	3	2	1	0	2
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	3
4	Calc.	Disclaimer statement on Commercial Links page Y or N [REDACTED]					-5

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: NO disclaimer or link on the Yacht Club / Links page

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	2

Comments: I loved the index page for the site and would have liked to see continuity on the internal pages.
The varying fonts and font colors on the internal pages made it difficult to read.

C1) Heading descriptive & appealing

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

Comments:

C2) Consistent format across pages.

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

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:

C4) Animated Graphics

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

Comments:

Total Points Scored 64