

United States Power Squadrons, 2006 Website Awards Tally Sheet

Squadron/

District Name

District 1

Evaluation Date

11/6/2006

District Affiliation

1

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 | |
| 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 | 1 |
| Comments: A very nice presentation from the home page onward | | | | | | | | |

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 | 1 |
| Comments: | | | | | | | | |

A3) Explanation of the benefits of membership

| | | | | | | | | | |
|---|-----|-----------------------------------|--|--|---|---|---|---|---|
| 1 | 0-3 | Description of benefits described | | | 3 | 2 | 1 | 0 | 0 |
| 2 | 0-2 | Links to USPS benefits | | | 2 | 1 | 0 | 0 | |
| Comments: Sorry! I could not find this item | | | | | | | | | |

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 | 1 |
| 2 | 0-3 | Photos showing unit activities | | | 4 | 3 | 2 | 1 | 0 |

Comments: "What we do" as a District was not explained

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 | 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 | 1 |
| 3 | 2 | Five (5) of more committee contacts listed | 2 | 1 | 0 | 0 |

Comments:

B1) Presentation quality and correctness.

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

1 point reduction per error

Comments: The home page is a bit jumbled, as mentioned above

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 | 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 | 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: Sorry, I could not find the "link" to your links on the home 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> | 2 | 1 | 0 | 1 |

Backgrounds which make reading page difficult zero points.

Comments: Sorry, I find the home page "jumbled" - hard to find things other than the upper left menu bar

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 | 1 |
|---|-----|--------------------------------|---|---|---|---|---|

Comments: [redacted]

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 |
|---|-----|---|---|---|---|---|---|---|---|

Comments: The home page is sort of 'jumbled' - not good graphical design

C4) Animated Graphics

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

Comments: The crawlers are deistracting - and in a very small windows -slits are hard to read

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 a little bit of work - this site will work for the District - it a tough to be a District and at the same time present local information - but it can be done

Total Points Scored 61