

## United States Power Squadrons, 2006 Website Awards Tally Sheet

Squadron/

District Name District 26

Evaluation Date 10/20/2006

District Affiliation 26

**Required Items**

In compliance?  
(Y/N)

1	Link to USPS.org on Home (opening) page	<span style="border: 1px solid black; background-color: #00b0f0; padding: 2px;">Y</span>
	Subtitle below squadron name	
2	"a unit of United States Power Squadrons ®" Sail and Power Boating	<span style="border: 1px solid black; background-color: #00b0f0; padding: 2px;">Y</span>
3	(squadron) Link to District Website	<span style="border: 1px solid black; background-color: #00b0f0; padding: 2px;"></span>
4	(district) Links to squadron websites	<span style="border: 1px solid black; background-color: #00b0f0; padding: 2px;">Y</span>
5	Privacy statement or link on home page at bottom	<span style="border: 1px solid black; background-color: #00b0f0; padding: 2px;">Y</span>
6	USPS Trademark reference or link at home page bottom	<span style="border: 1px solid black; background-color: #00b0f0; padding: 2px;">Y</span>
7	Disclaimer statement or link on home page at bottom	<span style="border: 1px solid black; background-color: #00b0f0; padding: 2px;">Y</span>
8	Active e-mail link to Webmaster on home page	<span style="border: 1px solid black; background-color: #00b0f0; padding: 2px;">Y</span>
9	Website must display current information	<span style="border: 1px solid black; background-color: #00b0f0; padding: 2px;">Y</span>

**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	<span style="border: 1px solid black; background-color: #00b0f0; padding: 2px;">5</span>
2	0-1	Identify the purpose of the squadron/district					1	0	<span style="border: 1px solid black; background-color: #00b0f0; padding: 2px;">1</span>
3	0-2	Identify purpose of USPS				2	1	0	<span style="border: 1px solid black; background-color: #00b0f0; padding: 2px;">2</span>
Comments:		<span style="background-color: #00b0f0; color: black; padding: 2px;">Purpose is conveyed via both internal info and via info resulting via links to external USPS pages. Collectively gets the job done in my opinion.</span>							

**A2) Identification of squadron/district area of activity.**

1	1	Description of location of Unit					1	0	<span style="border: 1px solid black; background-color: #00b0f0; padding: 2px;">1</span>
2	1	Map showing location					1	0	<span style="border: 1px solid black; background-color: #00b0f0; padding: 2px;">1</span>
Comments:		<span style="background-color: #00b0f0; color: black; padding: 2px;"></span>							

**A3) Explanation of the benefits of membership**

1	0-3	Description of benefits described				3	2	1	0	<span style="border: 1px solid black; background-color: #00b0f0; padding: 2px;">3</span>
2	0-2	Links to USPS benefits				2	1	0		<span style="border: 1px solid black; background-color: #00b0f0; padding: 2px;">2</span>
Comments:		<span style="background-color: #00b0f0; color: black; padding: 2px;">Benefits conveyed via link to USPS website info.</span>								

**A4) Display of USPS emblems and logos.**

1	1	Ensign						1	0	<span style="border: 1px solid black; background-color: #00b0f0; padding: 2px;">0</span>
2	1	USPS Wheel						1	0	<span style="border: 1px solid black; background-color: #00b0f0; padding: 2px;">1</span>
3	1	Activity Triangle						1	0	<span style="border: 1px solid black; background-color: #00b0f0; padding: 2px;">0</span>
4	1	90th Anniversary Logo						1	0	<span style="border: 1px solid black; background-color: #00b0f0; padding: 2px;">1</span>
5	0-2	Graphics properly sized.				2	1	0		<span style="border: 1px solid black; background-color: #00b0f0; padding: 2px;">2</span>
Comments:		<span style="background-color: #00b0f0; color: black; padding: 2px;">90th anniversary logo found on external USPS link. I couldn't find the ensign and triangle. No big deal, but I couldn't add points for these. You might want to consider adding a tasteful banner on home page with the ensign logo or something similar.</span>								

**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	4

Comments: Website doesn't exactly scream "fun". Might consider adding more photos.

**A6) Presentation of Vessel Safety Check Program**

1	0-2	Explanation of the program	2	1	0	0
2	1	Correct decal - proportionally sized	1	0	0	0
3	1	Pre-check list provided	1	0	0	0
4	1	Contact information	1	0	0	0

Comments: I couldn't find anything on VSC. Personally I feel this is more important for squadron websites, but I couldn't add any points. Sorry.

**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	0

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

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	2

Comments:

**B1) Presentation quality and correctness.**

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

1 point reduction per error

Comments: Very crisp, clean design.

**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: Graphics are great - not overdone

**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				0

Maximum deduct -10 points

-0

Comments: Technically, a very nice website design job!

**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	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: Not sure if appropriate for district website to maintain commercial links.

Regardless, couldn't assign points.

**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	2

Backgrounds which make reading page difficult zero points.

Comments: Great design! Kudos to webmaster!

**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	2

Comments: Very nicely designed/

**C2) Consistent format across pages.**

1	0-3	Consistent format across pages	3	2	1	0	3
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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	4
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Comments: Suggest adding a few more 'fun activity' photos with the others already included.

**C4) Animated Graphics**

1	0-3	Use of animated graphics, appropriate and add interest of the website	3	2	1	0	3
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Comments: I've assigned 3 pts for avoiding the trap of using animated gifs when not needed.

**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: This website has been carefully planned and designed. Great look - clean and crisp - plus very concise navigation scheme. My only suggestion might be to add a few USPS graphics. For instance, maybe add a custom header on home page incorporating USPS ensign or wheel. That would earn you a few more evaluation points if that's of interest. In my opinion, this website is a fantastic asset to D26 squadrons - which is the point of having a website as an effective communication tool

Total Points Scored 85