

United States Power Squadrons, 2006 Website Awards Tally Sheet

Squadron/

District Name Cape Lookout

Evaluation. Date 10/30/2006

District Affiliation 27

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	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	n
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		point range	
			Highest ← → Lowest	
1	0-5	Identify purpose of Unit	5 4 3 2 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:		Home page has nice writeup.		

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:		I have no idea where New Bern is.		

A3) Explanation of the benefits of membership

1	0-3	Description of benefits described	3 2 1 0	1
2	0-2	Links to USPS benefits	2 1 0	0
Comments:		Many sites do not offer much here.		

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	0
4	1	90th Anniversary Logo	1 0	0
5	0-2	Graphics properly sized.	2 1 0	2
Comments:		Nice Photos on home page. Short on USPS logos.		

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

1	0-3	Description of the fun we have.	3 2 1 0	3
2	0-3	Photos showing unit activities	4 3 2 1 0	3
Comments:		Link between Activities ans Photos would be nice.		

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: [REDACTED]

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: Received max in this area.

A8) Current Activities/Educational calendars available

1	2	Public Boating Course (zero points if contact missing)	2	1	0	0
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] 0				0
		Deduct 10 points for each page over 30 days old				

Comments: Didn't find Public Boating Info.

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: Received max in this area.

B1) Presentation quality and correctness.

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

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: Home page pictures best for quality.

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] 0				0

Maximum deduct -10 points 0

Comments: Required maximum use of Back Button

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 [REDACTED] n					0

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: Disclaimer statement on Commercial Links page N

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. <i>one point for no background</i>	2	1	0	1

Backgrounds which make reading page difficult zero points.

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	2	

Comments: Max received

C2) Consistent format across pages.

1	0-3	Consistent format across pages	3	2	1	0	3
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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	3
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Comments: Home page great - otherwise "message" ?

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: None observed.

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	0

Comments: Nice for members, little vague for visitors.

Total Points Scored 65