

United States Power Squadrons, 2006 Website Awards Tally Sheet

Squadron/

District Name Central Wisconsin

Evaluation Date

District Affiliation

10

Required Items

In compliance?

(Y/N)

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

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	<div style="border: 1px solid black; background-color: #00FFFF; padding: 2px; text-align: center;">2</div>
2	0-1	Identify the purpose of the squadron/district					1	0	<div style="border: 1px solid black; background-color: #00FFFF; padding: 2px; text-align: center;">0</div>
3	0-2	Identify purpose of USPS				2	1	0	<div style="border: 1px solid black; background-color: #00FFFF; padding: 2px; text-align: center;">1</div>
Comments		<div style="border: 1px solid black; background-color: #00FFFF; padding: 2px;">Opening statement indicates 450 something nation wide.</div>							

A2) Identification of squadron/district area of activity.

1	1	Description of location of Unit					1	0	<div style="border: 1px solid black; background-color: #00FFFF; padding: 2px; text-align: center;">1</div>
2	1	Map showing location					1	0	<div style="border: 1px solid black; background-color: #00FFFF; padding: 2px; text-align: center;">0</div>
Comments:		<div style="border: 1px solid black; background-color: #00FFFF; padding: 2px;">Description of the unit is a bit misleading. How do you boat on the Atlantic while being in Central Wisconsin</div>							

A3) Explanation of the benefits of membership

1	0-3	Description of benefits described			3	2	1	0	<div style="border: 1px solid black; background-color: #00FFFF; padding: 2px; text-align: center;">0</div>
2	0-2	Links to USPS benefits				2	1	0	<div style="border: 1px solid black; background-color: #00FFFF; padding: 2px; text-align: center;">0</div>
Comments:		<div style="border: 1px solid black; background-color: #00FFFF; padding: 2px;"> </div>							

A4) Display of USPS emblems and logos.

1	1	Ensign						1	0	<div style="border: 1px solid black; background-color: #00FFFF; padding: 2px; text-align: center;">1</div>
2	1	USPS Wheel						1	0	<div style="border: 1px solid black; background-color: #00FFFF; padding: 2px; text-align: center;">1</div>
3	1	Activity Triangle						1	0	<div style="border: 1px solid black; background-color: #00FFFF; padding: 2px; text-align: center;">0</div>
4	1	90th Anniversary Logo						1	0	<div style="border: 1px solid black; background-color: #00FFFF; padding: 2px; text-align: center;">0</div>
5	0-2	Graphics properly sized.			2	1	0	0	0	<div style="border: 1px solid black; background-color: #00FFFF; padding: 2px; text-align: center;">1</div>
Comments:		<div style="border: 1px solid black; background-color: #00FFFF; padding: 2px;"> </div>								

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

1	0-3	Description of the fun we have.				3	2	1	0	<div style="border: 1px solid black; background-color: #00FFFF; padding: 2px; text-align: center;">0</div>
2	0-3	Photos showing unit activities			4	3	2	1	0	<div style="border: 1px solid black; background-color: #00FFFF; padding: 2px; text-align: center;">2</div>

Comments: #1, may be included in newsletters. Not part of website evaluation process.

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	0
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	0
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	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	1
4		Number of pages with dates over 30 days old. 1				-10

Deduct 10 points for each page over 30 days old

Comments: Public boating course date shows Sept 2006 whereas update note at bottom indicates page updated on 11/6/06

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	0

Comments: #2, gave 0 as there is no indication who is what member in the group photo

B1) Presentation quality and correctness.

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

1 point reduction per error

Comments: Opening statement is confusing at best. Cover too many subjects with few sentences. Suggest an English major review the content and grammar.

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	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	0
4	Calc.	Disclaimer statement on Commercial Links page Y or N y					

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: [redacted]

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> <i>Backgrounds which make reading page difficult zero points.</i>	2	1	0	1

Comments: [redacted]

C1) Heading descriptive & appealing

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

Comments: Photo on home page good, but header non existant

C2) Consistent format across pages.

1	0-3	Consistent format across pages	3	2	1	0	2
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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	1
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Comments: [redacted]

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: [redacted]

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: Basic format good, presentation of information needs improvement.

Total Points Scored 38