

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

Squadron/

District Name Chain - O - Lakes

Evaluation Date 11/30/2006

District Affiliation 20

**Required Items**

In compliance?  
(Y/N)

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

**A1 Identify purpose of the squadron/district/USPS**

	range		Highest ←	↔	→ Lowest				
1	0-5	Identify purpose of Unit	5	4	3	2	1	0	1
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:		Very limited information, is part of D20 family of websites							

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

1	1	Description of location of Unit					1	0	0
2	1	Map showing location					1	0	1
Comments:		Very little specific information about squadron							

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

1	0-3	Description of benefits described				3	2	1	0	2
2	0-2	Links to USPS benefits				2	1	0	0	
Comments:										

**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	2	
Comments:		Got them all including animated 90th anniversary logo								

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

1	0-3	Description of the fun we have.				3	2	1	0	0	
2	0-3	Photos showing unit activities				4	3	2	1	0	1

Comments: Series of pictures on home page, no explanation of activity

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

1	0-2	Explanation of the program	2	1	0	1
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: D20 information, nothing local. Many links to Safety Seal website.

#### A7) Contacts for various activities

1	1	Public boating course contact(s)		1	0	0
2	1	Members course(s) contact(s)		1	0	0
3	1	Event(s) contact(s)		1	0	0

Comments: None that I could find.

#### 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	0
3	2	Events (zero points if contact missing)	2	1	0	0
4		Number of pages with dates over 30 days old.				
		Deduct 10 points for each page over 30 days old				

Comments: Events page up to date with strike outs on past events.

#### 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	2

Comments: Single picture of Commander

#### 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: Lots of stuff on single squadron page.

#### B2) Quality of photographs and graphics.

1	0-2	Clear - Undistorted	2	1	0	1
2	0-2	Good color balance (not dark or over exposed)	2	1	0	1
3	0-2	Appropriately sized for application	2	1	0	1

Comments: No identification of pictures

#### B3) Active Linkages & Navigation

1	0-2	Ease of Navigation	2	1	0	1
2	0-2	Links easy to identify	2	1	0	1
3	0-1	Links identify the subject	2	1	0	1
4	Calc.	Broken links, number				

Maximum deduct -10 points

Comments: All navigation by back button.

#### 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	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: No links from single home page

**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	2

Comments:

**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		1

Comments: Standard D20 family header with squadron name

**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	1
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Comments: Graphics limited to logos

**C4) Animated Graphics**

1	0-3	Use of animated graphics, appropriate and add interest of the website	3	2	1	0	1
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Comments: Calling all boaters only animation, no explanation of flags shown

**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	0
2	0-2	If you were a non-member, would this site have increased your interest in USPS?	2	1	0	0
3	0-2	Would you be proud of having this website represent your unit or district:	2	1	0	0

Comments: Very basic, possibly better than no representation but needs more local information

Total Points Scored 41