

# United States Power Squadrons, 2007 Website Awards Tally Sheet

Squadron/District Cleveland

Evaluation. Date 9/15/2007

District Affiliation 7

## Required Items

In compliance?

(Y/N)

1	Link to USPS.org on Home (opening) page	Y
	Subtitle below squadron name	
2	"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	
5	Link to USPS Privacy statement on home page at bottom	Y
6	Link to USPS Trademark reference on home page at bottom	Y
7	Link to USPS Disclaimer statement 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			point range						Pts Awd
			Highest					Lowest	
1	0-5	Identify purpose of Unit	5	4	3	2	1	0	3
2	0-3	Identify purpose of USPS			3	2	1	0	2
Comments									

## A2 Identification of squadron/district area of activity.

1	0-1	Description of location of Unit	1	0	1
2	0-1	Map showing location	1	0	0
		Map link is <a href="http://www.usps.org/d_stuff/D-NE.html">http://www.usps.org/d_stuff/D-NE.html</a> = New England			
Comments:		England			

## A3) Explanation of the benefits of membership

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

## A4) Display of USPS emblems and logos.

1	0-1	Ensign					1	0	0
2	0-1	USPS Wheel					1	0	1
3	0-1	Activity Triangle					1	0	1
4	0-1	America's Boating Club (logo)					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	2
2	0-3	Photos showing unit activities		3	2	1	0	3
Comments:								

## A6) Presentation of Vessel Safety Check Program

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

## A7) Contacts for various activities

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

**A8) Current Activities/Educational calendars available**

1	0-2	Public Boating Course (zero points if contact missing)	2	1	0	2
2	0-2	Members course(s) (zero points if contact missing)	2	1	0	0
3	0-2	Events (zero points if contact missing)	2	1	0	1
4	calc	Number of pages with dates over 45 days old.				
Comments:						

### A9) Identification of the bridge, committee members & contacts

1	0-1	Bridge listed	1	0	1
2	0-1	Bridge photo(s)	1	0	1
3	0-2	Five (5) of more committee contacts listed	2	1	0
Comments:					

**B1) Presentation quality and correctness.**

1	0-3	Readability and Grammar		3	2	1	0	3
2	Calc.	Spelling errors, number.	0					
1 point reduction per error								
Comments:								

**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	1
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				0
			Maximum deduct -10 points			
Comments:						

#### B4) Resource Linkages

1	0-3	USPS Links, 10 or more for 3 points	3	2	1	0	2
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	3
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:

**B5) Ability to read the message.**

Scoring		Comments		Score		Total Score	
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	2
2	0-2	All pages have informative header		2	1	0	2
Comments:							

**C2) Consistent format across pages.**

1	0-3		3	2	1	0	
Consistent format across pages							3
Comments:							

### C3) Use of photos and/or graphics

	5	4	3	2	1	0	
1 0-5 Use of graphics to enhance message of website							3
Comments:							

#### C4) Animated Graphics

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

**C5) Additional Website Features**

1	0-1	Inclusion of USPS News RSS feed	1	0	1
2	0-1	Listing of area of location on the USPS list of websites go to <a href="http://www.usps.org/localusps/squadrons.shtml">http://www.usps.org/localusps/squadrons.shtml</a> If scoring a district website item 2 is to be given one point	1	0	1
Comments:					

**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:						

Total Points Scored 79