

United States Power Squadrons, 2007 Website Awards Tally Sheet

Squadron/District **Coos Bay**

Evaluation. Date **17-Sep-07**

District Affiliation **32**

Required Items

In compliance?

(Y/N)

1	Link to USPS.org on Home (opening) page	Y
	Subtitle below squadron name	Y
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	N
8	Active e-mail link to Webmaster on home page	Y
9	Website must display current information	N

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	5
2	0-3	Identify purpose of USPS			3	2	1	0	3
Comments									

A2) Identification of squadron/district area of activity.

1	0-1	Description of location of Unit						1	0	0
2	0-1	Map showing location						1	0	0
Comments: Where is the boat basin in Charleston??										

A3) Explanation of the benfits 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	0	0
The link to USPS membership programs did not work so I typed in the address it refers to: www.usps.org/member/programs.html and the page could not be found.							
Comments:							

A4) Display of USPS emblems and logos.

1	0-1	Ensign						1	0	1
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	3
2	0-3	Photos showing unit activities	3	2	1	0	0
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	0
		Contact is to call 888-6200 (no area code) or any squadron member, but no phone or emails for them. I had to just keep page forwarding and I just happened to find them.					
Comments:							

A7) Contacts for various activities

1	0-1	Public boating course contact(s)						1	0	1
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2	0-1	Members course(s) contact(s)	1	0	1
3	0-1	Event(s) contact(s)	1	0	1
They were hard to locate. Nothing to bring me right to these contacts. Again, no area codes, could be helpful for people moving to area.					
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	2
3	0-2	Events (zero points if contact missing)	2	1	0	0
4	calc	Number of pages with dates over 45 days old.				-10
		North American Safe Boating Week May 19-25 2007, still listed in the current or upcoming status.				

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	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				-1
			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	1
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 commercial links, no disclaimer needed.

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: <i>Nice Background.</i>						

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:							

C2) Consistent format across pages.

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

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
Comments:									

C4) Animated Graphics

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

C5) Additional Website Features

1	0-1	Inclusion of USPS News RSS feed	1	0	0
2	0-1	Listing of area of location on the USPS list of websites go to http://www.usps.org/localusps/squadrons.shtml If scoring a district website item 2 is to be given one point	1	0	0
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	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	2
		It was somewhat difficult to find specific things instantly, you more or less have to go through all the links and pages to find what you're looking for. i.e. your bridge members could not be found from the home page, I had to page forward and then I ran into them.				
Comments:						

Total Points Scored 53