

United States Power Squadrons, 2007 Website Awards Tally Sheet

Squadron/District **Daytona Beach**

Evaluation. Date **10/12/2007**

District Affiliation **23**

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 | 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 | 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 | 1 |
| 2 | 0-1 | Map showing location | 1 | 0 | 0 |
| Comments: | | Only received one point as is was by deduction that your location could be determined. | | | |

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 | 2 |
| 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 | 0 |
| 4 | 0-1 | America's Boating Club (logo) | | | | | 1 | 0 | 0 |
| 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 | 3 |
| Comments: | | great photos and use of photos | | | | | |

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 |
| | | A couple of links could make all the difference on this important USPS program on your website | | | | | |
| Comments: | | | | | | | |

A7) Contacts for various activities

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

Comments: Impossible to determine who to contact as only phone numbers were given in certain areas. Needs improvement.

A8) Current Activities/Educational calendars available

| | | | | | | |
|--|------|--|---|---|---|---|
| 1 | 0-2 | Public Boating Course (zero points if contact missing) | 2 | 1 | 0 | 0 |
| 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 | 0 |
| 4 | calc | Number of pages with dates over 45 days old. | | | | |
| Information about courses and events are only listed in the squadron newsletter, not on website. | | | | | | |
| 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 | 0 |
| 3 | 0-2 | Five (5) of more committee contacts listed | 2 | 1 | 0 | 1 |
| Locating contacts for events or education very difficult would certainly discourage non (potential) members for going further. | | | | | | |
| Comments: | | | | | | |

B1) Presentation quality and correctness.

| | | | | | | | | | | | |
|-----------------------------|-------|--------------------------|--|--|--|--|---|---|---|---|---|
| 1 | 0-3 | Readability and Grammar | | | | | 3 | 2 | 1 | 0 | 3 |
| 2 | Calc. | Spelling errors, number. | | | | | | | | | |
| 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 | 2 |
| 3 | 0-2 | Appropriately sized for application | 2 | 1 | 0 | 2 |
| Great photos and handling of them with slide shows and virtual programs. Also use of changing slides on home page. | | | | | | |
| 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: Use of back button in cases was needed | | | | | | |

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 | 3 |
| 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. | | | | | | | |
| <i>If disclaimer statement is missing zero points for this section.</i> | | | | | | | |
| Comments: | | | | | | | |

B5) Ability to read the message.

| | | | | | | |
|---|-----|---|---|---|---|---|
| 1 | 0-2 | Font - size and style | 2 | 1 | 0 | 1 |
| 2 | 0-2 | Font color, good contrast | 2 | 1 | 0 | 1 |
| 3 | 0-2 | Appropriate use of text space | 2 | 1 | 0 | 2 |
| 4 | 0-2 | Appropriate background. one point for no background | 2 | 1 | 0 | 1 |
| Backgrounds which make reading page difficult zero points. | | | | | | |
| varied color background makes for tough reading of some of the text. Need more contrast or larger font if you continue to use the charting background | | | | | | |
| Comments: | | | | | | |

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 |
| You can drop the "sail and Power Boating" subtitle as you already have sail and power in your squadron name. Need to make the "a unit of United States Power Squadrons" larger, don't be ashamed of the organization | | | | | | | |
| Comments: | | | | | | | |

C2) Consistent format across pages.

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

C3) Use of photos and/or graphics

10-5Use of graphics to enhance message of website5432105

Comments: Use of photos really was good.

C4) Animated Graphics

10-3Use of animated graphics, appropriate and add interest of the website32100

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 http://www.usps.org/localusps/squadrons.shtml | 1 | 0 | 0 |

If scoring a district website item 2 is to be given one point

Comments: FL is not a very good description of the area of operations on the list of websites on the USPS website

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 | 0 |
| 3 | 0-2 | Would you be proud of having this website represent your unit or district: | 2 | 1 | 0 | 1 |

Comments: This could be a great site with just a bit more effort and imagination. Your use of photos was outstanding. Need some more information about USPS and your location. You missed some easy points

Total Points Scored 70