

United States Power Squadrons, 2007 Website Awards Tally Sheet

Squadron/District	Decatur #1425
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Evaluation. Date	9/5/2007
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District Affiliation	20
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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

Highest  Lowest

- | | | | | | | | | | |
|---|-----|--------------------------|---|---|---|---|---|---|---|
| 1 | 0-5 | Identify purpose of Unit | 5 | 4 | 3 | 2 | 1 | 0 | 0 |
| 2 | 0-3 | Identify purpose of USPS | | | 3 | 2 | 1 | 0 | 0 |

Comments	Throughout site, all reasons for Squadron's existence, purpose, etc., are left to national USPS site to explain.
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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:

A3) Explanation of the benefits of membership

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

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 | 0 |

Comments:

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 | 3 | 2 | 1 | 0 | 2 |

Comments: Photos, but no descriptions of any activities or events

A6) Presentation of Vessel Safety Check Program

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

Comments: VSC decal is outdated and link to "Request a complimentary vessel inspection" goes to error page

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	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.	2			-20
Few active pages (most are error pages), date on VSC on front page, and the Calendar both are 2006						

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
Comments: 1 photo of commander only					

B1) Presentation quality and correctness.

1	0-3	Readability and Grammar		3	2	1	0	2
2	Calc.	Spelling errors, number.	1					-1
				1 point reduction per error				
Comments: Squadron name is spelled incorrectly on course page as "Dectur"								

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	0
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				8
			Maximum deduct -10 points			

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	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					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.

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>	2	1	0	2

Backgrounds which make reading page difficult zero points

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
Comments:							

C2) Consistent format across pages.

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

C4) Animated Graphics

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

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	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	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:						Site had good potential, but no follow through . . . Links broken, nothing descriptive or of real interest on the site. Good photo display on front page, but nothing to describe events or give written message of purpose or benefit of being a member. Site indicates they have few members, and site shows no effort to recruit any new members. Looks like a "dying" Squadron, that no one would want to join.
Total Points Scored						20