United States Power Squadrons, 2007 Website Awards Tally Sheet

Squadron/District   Des Moines

Evaluation. Date   1-Sep-07

District Affiliation   30

Required Items   In compliance?
(Y/N)

1	Link to USPS.org on Home (opening) page	y
2	Subtitle below squadron name "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	n

A1 Identify purpose of the squadron/district/USPS   point range   **Pts Awd**

	range		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	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:	Use a map from --> http://maps.google.com	.		

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	1
	Comments:	USPS page's link is off to the side, easily missed	.		

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	0
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	2
	Comments:	Be more specific, show more variety in pictures and use categories	.		

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	1
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	0
3	0-1	Event(s) contact(s)	1	0	0
	Comments:	Show member classes on your own site, don't just link them	.		

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	0
4	calc	Number of pages with dates over 45 days old.	1				-10

Comments:

A9) Identification of the bridge, committee members & contacts

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

Comments:

B1) Presentation quality and correctness.

1	0-3	Readability and Grammar	3	2	1	0	2
2	Calc.	Spelling errors, number.					

1 point reduction per error

Comments: Calendar is very monotone, jam-packed

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	1
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	20				-10

Maximum deduct -10 points

Comments: Calendar links should not be red; use contrast

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	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: Links help! If members are looking for something, they will know they can look at your site first!

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.

Comments: *Don't use huge fonts; background should be consistant across the site*

C1) Heading descriptive & appealing

1	0-3	Home page, unique header (graphic)	3	2	1	0	0
2	0-2	All pages have informative header		2	1	0	0

Comments: Don't use images for headers, since the links might be broken

C2) Consistent format across pages.

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

Comments: (See B5)

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: So many photos are missing, but the intent is good

C4) Animated Graphics

1	0-3	Use of annimated graphics, appropriate and add interest ot the website	3	2	1	0	0

Comments: Try putting an animated GIF file in the top corner of each page, for example .

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		1	0	0

go to http://www.usps.org/localusps/squadrons.shtml

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

Comments Update your website's record here:
http://www.usps.org/x/x.pl/x/x.cgi?tools/sd_db.html

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	1

Comments: .

Total Points Scored   32