

United States Power Squadrons, 2007 Website Awards Tally Sheet

Squadron/District	Dundalk
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Evaluation. Date	14-Oct
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District Affiliation	5
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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 | n |

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 | 3 |
| 2 | 0-3 | Identify purpose of USPS | | | 3 | 2 | 1 | 0 | 3 |

Comments Home page covers education and vsc, but does not promote fraternal fun aspects

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 | 2 |
| 2 | 0-2 | Links to USPS benefits page | | 2 | 1 | 0 | 0 |

Comments: Did not find USPS link on "join us" page

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 | 1 |
| 2 | 0-3 | Photos showing unit activities | 3 | 2 | 1 | 0 | 3 |

Comments: 'sales' text on activites.

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: Uses safetyseal for info, but that worked fine for me

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 | 0 |

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	2
4	calc	Number of pages with dates over 45 days old.				-20

2

-20

As a prospect it can be nice to see a full year's events on the calendar page, but the past items must be distinguished so it is obvious the page is being maintained. The GPS page shows Spring 2005 classes while the Classes page shows

Comments: this year's dates.

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

Comments: Bridge titles on contacts page but no names or photos

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

Comments: Extensive top-notch photo gallery!

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	2
4	Calc.	Broken links, number				

Maximum deduct -10 points

Lovely navigation image on home page, but other pages the menu is small text at bottom instead of the usual top or left-side menu bar.

Comments:

B4) Resource Linkages

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

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. one point for no background	2	1	0	1

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	1
2	0-2	All pages have informative header		2	1	0	1

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
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Comments: Great gallery but no photos on other pages

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	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 55