United States Power Squadrons, 2007 Website Awards Tally Sheet

Squadron/District Evanston North Shore

Evaluation. Date 9/8/2007

District Affiliation 20

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

			point range Highest ← → Lowest						Pts Awd
A1 Identify purpose of the squadron/district/USPS	range								
1	0-5	Identify purpose of Unit	5	4	3	2	1	0	1
2	0-3	Identify purpose of USPS			3	2	1	0	0
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:									
A3) Explanation of the benfits 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	0
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	1
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	2
2	0-1	Correct decal - proportionally sized					1	0	0
3	0-1	Pre-check list provided					1	0	1
4	0-1	Contact information					1	0	0
Comments:		2006 decal							
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:									

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.						

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.	0					
		1 point reduction per error						

Comments: .

B2) Quality of photographs and graphics.

1	0-2	Clear - Undistorted			2	1	0	0
2	0-2	Good color balance (not dark or over exposed)			2	1	0	0
3	0-2	Appropriately sized for application			2	1	0	0

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	0
3	0-1	Links identify the subject			2	1	0	1
4	Calc.	Broken links, number	3					-3
		Maximum deduct -10 points						

Comments: .

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: .

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	0
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	0

Comments: .

C2) Consistent format across pages.

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

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	1

Comments: .

C4) Animated Graphics

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

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	1	0		1
		go to http://www.usps.org/localusps/squadrons.shtml				
		If scoring a district website item 2 is to be given one point				

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:

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Total Points Scored 18