**United States Power Squadrons, 2007 Website Awards Tally Sheet**

Squadron/District          Flint

Evaluation. Date           12-Oct-07

District Affiliation        9

**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 ®"               Y
        Sail and Power Boating

3  (squadron)        Link to District Website                N

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

| | | | point range | | | | | | | **Pts Awd** |
|---|---|---|---|---|---|---|---|---|---|---|
| **A1** | **Identify purpose of the squadron/district/USPS** | | | | | | | | | |
| | range | | Highest ◄ | | | ► | Lowest | | | |
| 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 | | 1 |
| | Comments | | | | | | | | | |

| | | | | | | | | | **Pts Awd** |
|---|---|---|---|---|---|---|---|---|---|
| **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: | | | | | | | . | |

| | | | | | | | | | **Pts Awd** |
|---|---|---|---|---|---|---|---|---|---|
| **A3)** | **Explanation of the benfits of membership** | | | | | | | | |
| 1 | 0-3 | Description of benefits described | | 3 | 2 | 1 | 0 | | 1 |
| 2 | 0-2 | Links to USPS benefits page | | | 2 | 1 | 0 | | 1 |
| | Comments: | | | | | | | . | |

| | | | | | | | | | **Pts Awd** |
|---|---|---|---|---|---|---|---|---|---|
| **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 | | 0 |
| | Comments: | | | | | | | . | |

| | | | | | | | | | **Pts Awd** |
|---|---|---|---|---|---|---|---|---|---|
| **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 | | 1 |
| | Comments: | | | | | | | . | |

| | | | | | | | | | **Pts Awd** |
|---|---|---|---|---|---|---|---|---|---|
| **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 | | 0 |
| | Comments: | | | | | | | . | |

| | | | | | | | | | **Pts Awd** |
|---|---|---|---|---|---|---|---|---|---|
| **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 | 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 | 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: Nice class photo. Need more, however. .

**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 | | 0 | | -0 |

Maximum deduct -10 points

Comments: Easy to navigate. However, this website is basically one page with achors used to help with the vertical scrolling. This is really tedious. .

**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 | N | | | | -2 |

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: This area needs development. .

**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 | 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 |

Comments: Basically, site is a pne page design. .

**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 | 2 |

Comments: .

**C4) Animated Graphics**

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

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 | 0 |

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 | 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: This website is a good start - but needs some serious development work.      .

Total Points Scored      47