

United States Power Squadrons, 2007 Website Awards Tally Sheet

Squadron/District **Fort Worth**

Evaluation. Date **14-Oct**

District Affiliation **21**

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	n
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						Pts Awd
			Highest					Lowest	
1	0-5	Identify purpose of Unit	5	4	3	2	1	0	5
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	1
Comments:					

A3) Explanation of the benefits 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

Not as strong a site for prospects as for members. Site relies on the generic National page instead of local activities and the Sou'wester instead of web presentation. It is an excellent colorful newsletter -- maybe borrow the photos and artwork for a local member benefits web page?

Comments:

A4) Display of USPS emblems and logos.

1	0-1	Ensign					1	0	1
2	0-1	USPS Wheel					1	0	0
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	0
4	0-1	Contact information			1	0	0

Page is more from the examiner's view than someone seeking an exam, eg no local contact or how-to-pass info.

Comments:

A7) Contacts for various activities

1 0-1 Public boating course contact(s)
2 0-1 Members course(s) contact(s)
3 0-1 Event(s) contact(s)

Comments:

1	0	1
1	0	1
1	0	1

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	2
4	calc	Number of pages with dates over 45 days old.	1			-10
		PBC class has a page but is for July class -- assumed oversight since rest of site is up to date so marked required				
	Comments:	item 9 yes.				

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:					

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	1
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
The Sou'wester has images that could be used in the web site, and photos for a 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	2
3	0-1	Links identify the subject	2	1	0	2
4	Calc.	Broken links, number				-1
			Maximum deduct -10 points			

Maximum deduct -10 points

Would be easier to navigate with a standardized top of left-side menu bar on every page. Often have to go back through the home page or back button. eg Links does not have any menu back into site. Hits counter link broken

Comments: home page.

B4) Resource Linkages

1	0-3	USPS Links, 10 or more for 3 points	3	2	1	0	2
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	2
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	2
4	0-2	Appropriate background. <i>one point for no background</i>	2	1	0	1

Backgrounds which make reading page difficult zero points.

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

Comments:

C2) Consistent format across pages.

1	0-3	Consistent format across pages	3	2	1	0	2
Comments:		Consistent look but would be stronger with one graphical header and menu bar to tie the site together					

Comments: consistent look but would be stronger with a header and menu bar to tie the site together

C3) Use of photos and/or graphics

1	0-5		5	4	3	2	1	0	
		Use of graphics to enhance message of website							3
Comments:									

Comments:

C4) Animated Graphics

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

3 2 1 0

3

Comments: The Boating Skills Upgrade image is great

C5) Additional Website Features

1	0-1	Inclusion of USPS News RSS feed	1	0	1
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 56