

# United States Power Squadrons, 2007 Website Awards Tally Sheet

Squadron/District **Great South Bay**

Evaluation. Date **18-Sep-07**

District Affiliation **3**

## Required Items

In compliance?

(Y/N)

1	Link to USPS.org on Home (opening) page	<b>Y</b>
	Subtitle below squadron name	<b>Y</b>
2	"a unit of United States Power Squadrons ®" Sail and Power Boating	<b>Y</b>
3	(squadron) Link to District Website	<b>Y</b>
4	(district) Links to squadron websites	
5	Link to USPS Privacy statement on home page at bottom	<b>Y</b>
6	Link to USPS Trademark reference on home page at bottom	<b>Y</b>
7	Link to USPS Disclaimer statement on home page at bottom	<b>Y</b>
8	Active e-mail link to Webmaster on home page	<b>Y</b>
9	Website must display current information	<b>Y</b>

## 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	<b>3</b>
2	0-3	Identify purpose of USPS			3	2	1	0	<b>3</b>
Comments		Most of the purpose info might be in your mission statement link, but that did not work.							

## A2) Identification of squadron/district area of activity.

1	0-1	Description of location of Unit					1	0	<b>0</b>
2	0-1	Map showing location					1	0	<b>0</b>
Comments:		Calendar states name of place meetings are held but not where these places are, i.e. city, street, town area.							

## A3) Explanation of the benefits 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	1
Comments:		USPS link only goes to USPS home page, not benefits page. Squadron benefits page only refers you to the USPS home page link. Doesn't give any squadron benefits.					

## A4) Display of USPS emblems and logos.

1	0-1	Ensign					1	0	<b>0</b>
2	0-1	USPS Wheel					1	0	<b>1</b>
3	0-1	Activity Triangle					1	0	<b>0</b>
4	0-1	America's Boating Club (logo)					1	0	<b>0</b>
Comments:									

## A5) What we do, show the fun we have.

1	0-3	Description of the fun we have.	3	2	1	0	3
2	0-3	Photos showing unit activities	3	2	1	0	3
Comments:							

## 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	<b>1</b>
2	0-1	Members course(s) contact(s)					1	0	<b>1</b>

3      0-1    Event(s) contact(s)

1    0

1

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.				0
Comments:						

**A9) Identification of the bridge, committee members & contacts**

1	0-1	Bridge listed	1	0	1
2	0-1	Bridge photo(s)	1	0	1
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.					0
Comments:		1 point reduction per error					

**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	2
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				3
Comments:		Maximum deduct -10 points				-3

FYI.. On your ship's store page it says call or email but there is not phone # to call anyone. Just an email. (not deducted from anything) Your squadron mission statement link does not work. On the links page, the osprey guide.com and the daily predictions links were not working.

**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					Y
Comments:		For the above point determination; 10 or more links 3 points, 5 to 9 links 2 points, 1 to 4 links 1 point. <i>If disclaimer statement is missing zero points for this section.</i>					

**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> <i>Backgrounds which make reading page difficult zero points.</i>	2	1	0	1
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		2
Comments:							

**C2) Consistent format across pages.**

Consistent format across pages:							
1	0-3	Consistent format across pages	3	2	1	0	2
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	5
Comments:									

**C4) Animated Graphics**

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

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 <a href="http://www.usps.org/localusps/squadrons.shtml">http://www.usps.org/localusps/squadrons.shtml</a> 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	2
2	0-2	If you were a non-member, would this site have increased your interest in USPS?	2	1	0	2
3	0-2	Would you be proud of having this website represent your unit or district:	2	1	0	2
Comments:						

Total Points Scored 79