United States Power Squadrons, 2007 Website Awards Tally Sheet

Squadron/District | Kennebeck River Sail and Power Squadron

Evaluation. Date | 9/26/2007

District Affiliation | 19

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	N
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	N
9	Website must display current information	Y

A1 Identify purpose of the squadron/district/USPS

point range

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

A2) Identification of squadron/district area of activity.

					Pts Awd
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

							Pts Awd
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.

					Pts Awd
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: Logos couldn't be much smaller.			.	

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

							Pts Awd
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	0
	Comments:					.	

A6) Presentation of Vessel Safety Check Program

							Pts Awd
1	0-3	Explanation of the program	3	2	1	0	0
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
	Comments:					.	

A7) Contacts for various activities

					Pts Awd
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: Have to read newsletter to find events. Call contacts for class info.			.	

A8) Current Activities/Educational calendars available

#	Range	Description					Score
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.	0				0

Comments: No calendars. Call contacts for info.

A9) Identification of the bridge, committee members & contacts

#	Range	Description				Score
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	0

Comments:

B1) Presentation quality and correctness.

#	Range	Description						Score
1	0-3	Readability and Grammar		3	2	1	0	2
2	Calc.	Spelling errors, number.	0					

1 point reduction per error

Comments: Page is written for members, not public.

B2) Quality of photographs and graphics.

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

Comments:

B3) Active Linkages & Navigation

#	Range	Description				Score
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	0			0

Maximum deduct -10 points

Comments: Almost no links. Underlined items that I thought would be links were not.

B4) Resource Linkages

#	Range	Description					Score
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	1
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: Only 1 commercial link. On main (only) page. Disclaimer at bottom.

B5) Ability to read the message.

#	Range	Description				Score
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

#	Range	Description					Score
1	0-3	Home page, unique header (graphic)	3	2	1	0	0
2	0-2	All pages have informative header		2	1	0	0

Comments: Only one page. Link to newsletter pdf.

C2) Consistent format across pages.

#	Range	Description					Score
1	0-3	Consistent format across pages	3	2	1	0	0

Comments: Only one page. Link to newsletter pdf

C3) Use of photos and/or graphics

#	Range	Description							Score
1	0-5	Use of graphics to enhance message of website	5	4	3	2	1	0	1

Comments:

C4) Animated Graphics

#	Range	Description					Score
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 Location=Maine. Not very helpful.

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: Page is directed to members, it has nothing for public. There is no real info here.   .

Total Points Scored   27