

# United States Power Squadrons, 2007 Website Awards Tally Sheet

Squadron/District Kent Narrows

Evaluation. Date 9/8/2007

District Affiliation 5

## 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	Y
8	Active e-mail link to Webmaster on home page	Y
9	Website must display current information	n

## 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	1
2	0-3 Identify purpose of USPS			3	2	1	0	1
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	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	0
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	0
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	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

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	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.				-10
		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
		Comments:			

**B1) Presentation quality and correctness.**

1	0-3	Readability and Grammar	3	2	1	0	3
2	Calc.	Spelling errors, number.					
		Comments:					

1 point reduction per error

**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	1
		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	0
4	Calc.	Broken links, number				-1
		Comments:				

Maximum deduct -10 points

**B4) Resource Linkages**

1	0-3	USPS Links, 10 or more for 3 points	3	2	1	0	0
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					

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.*

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	0

Comments:

**C2) Consistent format across pages.**

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

**C4) Animated Graphics**

1	0-3	Use of animated graphics, appropriate and add interest of the website	3	2	1	0	
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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	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
		It is debatable whether this site meets the minimum requirements. It took a while for me to realize that there was a link behind the ensign logo and the district pennant logo to the national and district sites. To me that is debatable whether they mee				
Comments:						

Total Points Scored 12