

United States Power Squadrons, 2007 Website Awards Tally Sheet

Squadron/District	Lake Norman
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Evaluation. Date	10/2/2007
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District Affiliation	27
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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 | 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 | y |

A1 Identify purpose of the squadron/district/USPS

range

point range

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 | 1 |
| | | Comments | Could add more about USPS | | | | | | |

Comments Could add more about USPS

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 |

Map option on Montly General Meetings does not work., But
Comments: I did find a map elsewhere

A3) Explanation of the benefits of membership

- | | | | | | | | |
|---|-----|-----------------------------------|---|---|---|---|---|
| 1 | 0-3 | Description of benefits described | 3 | 2 | 1 | 0 | 3 |
| 2 | 0-2 | Links to USPS benefits page | | 2 | 1 | 0 | 1 |

Comments: Missing USPS benefit link. But other good links included.

A4) Display of USPS emblems and logos.

- | | | | | | |
|---|-----|-------------------------------|---|---|---|
| 1 | 0-1 | Ensign | 1 | 0 | 1 |
| 2 | 0-1 | USPS Wheel | 1 | 0 | 1 |
| 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 | 3 |
| 2 | 0-3 | Photos showing unit activities | 3 | 2 | 1 | 0 | 3 |

Comments: Nice work.

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 | 1 |
| 2 | 0-1 | Members course(s) contact(s) | 1 | 0 | 1 |
| 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.					
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:		Good assortment of photos. Photo quality is OK.				

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
Comments:		Maximum deduct -10 points				

Marine news knot page broken link. Navigation of site not consistent. Menu not always the same. Sometimes target page is same sometimes it is new. Not sure when to close or click go-back (unless I am checking to see if the go back button is active.)

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					
Comments:		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.

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
Comments:		Backgrounds which make reading page difficult zero points.				

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		1
		Home page not unique and not all headers are informative.					
Comments:		Some pages do not have headers.					

C2) Consistent format across pages.

1	0-3	Consistent format across pages	3	2	1	0	2
Comments:		Most pages are consistent format.					

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: Lots of cool annimation. Nice

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	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:		Note: includes trademark but not USPS link				

Total Points Scored 90