

# United States Power Squadrons, 2007 Website Awards Tally Sheet

Squadron/District **Lake Pontchartrain - unit #2793**

Evaluation. Date **9/12/2007**

District Affiliation **15**

## 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 ®"<br>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>N</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

|                                   |                              | point range |   |   |   |   |        | Pts<br>Awd |
|-----------------------------------|------------------------------|-------------|---|---|---|---|--------|------------|
| range                             |                              | Highest     |   |   |   |   | Lowest |            |
| 1                                 | 0-5 Identify purpose of Unit | 5           | 4 | 3 | 2 | 1 | 0      | <b>5</b>   |
| 2                                 | 0-3 Identify purpose of USPS |             |   | 3 | 2 | 1 | 0      | <b>3</b>   |
| Comments: <b>Good description</b> |                              |             |   |   |   |   |        |            |

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

|                                 |                                     |  |  |  |  |   |   |          |
|---------------------------------|-------------------------------------|--|--|--|--|---|---|----------|
| 1                               | 0-1 Description of location of Unit |  |  |  |  | 1 | 0 | <b>1</b> |
| 2                               | 0-1 Map showing location            |  |  |  |  | 1 | 0 | <b>0</b> |
| Comments: <b>Clear, concise</b> |                                     |  |  |  |  |   |   |          |

## A3) Explanation of the benefits of membership

|   |     |  |   |   |   |   |   |
|---|-----|--|---|---|---|---|---|
| Explanation of the benefits of membership |     |  |   |   |   |   |   |
| 1   | 0-3 | Description of benefits described            | 3 | 2 | 1 | 0 | 2 |
| 2   | 0-2 | Links to USPS benefits page                  |   | 2 | 1 | 0 | 0 |
| Comments:                                 |     | Benefits inferred as opposed to being stated |   |   |   |   |   |

## 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 | 2 |
| 2         | 0-3 | Photos showing unit activities  | 3 | 2 | 1 | 0 | 3 |
| Comments: |     | Photo album shows the fun       |   |   |   |   |   |

## 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 | 1 |
| Comments: |     | Decal is for 2004                    |   |   |   |   |   |

## 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 | <b>1</b> |
| Comments: <b>None of these contacts is easy to find - have to go to Bridge page</b> |                                      |  |  |  |  |   |   |          |

**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.           |   |   |   | 0 |

Comments: Events and members courses listed, but without contacts .

**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: Excellent page .

**B1) Presentation quality and correctness.**

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

1 point reduction per error

Comments: .

**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 quality .

**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       |   |   |   | 0 |

Maximum deduct -10 points

Comments: Vessel Safety Check link goes to a Float Plan, not to VSC. .

**B4) Resource Linkages**

|   |       |  |   |   |   |   |    |
|---|-------|--|---|---|---|---|----|
| 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 | 3  |
| 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 |   |   |   |   | -5 |

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. one point for no background | 2 | 1 | 0 | 1 |

Backgrounds which make reading page difficult zero points.

Comments: Clear .

**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 | 2 |   |

Comments: Clear, concise .

**C2) Consistent format across pages.**

|   |     |                                |   |   |   |   |   |
|---|-----|--------------------------------|---|---|---|---|---|
| 1 | 0-3 | Consistent format across pages | 3 | 2 | 1 | 0 | 3 |
|---|-----|--------------------------------|---|---|---|---|---|

Comments: Very good .

**C3) Use of photos and/or graphics**

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

Comments: Not many graphics .

**C4) Animated Graphics**

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

Comments: None found .

**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<br>go to <a href="http://www.usps.org/localusps/squadrons.shtml">http://www.usps.org/localusps/squadrons.shtml</a><br>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 |
| No announcement of any upcoming Public Boating Courses detracts from this site. It seems to be necessary to go to the latest newsletter to find any specifics. |     |  |   |   |   |   |
| Comments:  |     |  |   |   |   |   |

Total Points Scored 62