

United States Power Squadrons, 2007 Website Awards Tally Sheet

Squadron/District **Mattapoissett Power Squadron #3165**

Evaluation. Date **9/7/2007**

District Affiliation **14**

Required Items

In compliance?

(Y/N)

1	Link to USPS.org on Home (opening) page	y
	Subtitle below squadron name	y
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	4
2	0-3 Identify purpose of USPS			3	2	1	0	0
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	0
Comments:								

A3) Explanation of the benefits of membership

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	0
Comments:							

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	0
4	0-1 America's Boating Club (logo)					1	0	1
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	1
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: Had to really work to even find a link to the USCG Aux info on VSC -- nothing to indicate this Squadron even does VSCs

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	1
2	0-2	Members course(s) (zero points if contact missing)	2	1	0	1
3	0-2	Events (zero points if contact missing)	2	1	0	0
4	calc	Number of pages with dates over 45 days old.				-30

3

Welcome page (Bridge Listing) dated July 2006; "News & Events" page has no news, just photos of 2006 COW, with page update dated July 2006; and Boat Course Schedule page shows only past class dates

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	0
3	0-2	Five (5) of more committee contacts listed	2	1	0

Because date on this page is 2006, it is unknown whether

Comments: listed bridge members are still in office or not

B1) Presentation quality and correctness.

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

1 point reduction per error

Very little content is original to this Squadron, so readability isn't really an issue -- mostly links to other sites or uses copied text

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: Only photos are of COW in 2006

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	1
4	Calc.	Broken links, number				0

0

Maximum deduct -10 points

Comments:

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	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:

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:

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:

C2) Consistent format across pages.

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

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 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	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
Hopefully this site isn't representative of this Squadron, as the site would indicate they are not capable of portraying the message of the USPS themselves. Site is a collection of links to other places -- any Squadron-specific info or photos is out of date. Web site is a missed opportunity.						
Comments:						

Total Points Scored 25