**United States Power Squadrons, 2007 Website Awards Tally Sheet**

| | |
|---|---|
| Squadron/District | Milwaukee Sail and Power Squadron |
| Evaluation. Date | 9/27/2007 |

District Affiliation **10**

**Required Items**                                                    In compliance? (Y/N)

| | | In compliance? |
|---|---|---|
| 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 | N |

**A1  Identify purpose of the squadron/district/USPS**

| | range | | point 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 | 1 |
| 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 | 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 | 1 |
| | Comments: | | | . | |

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

| | | | | | | | Pts Awd |
|---|---|---|---|---|---|---|---|
| 1 | 0-3 | Description of the fun we have. | 3 | 2 | 1 | 0 | 1 |
| 2 | 0-3 | Photos showing unit activities | 3 | 2 | 1 | 0 | 1 |
| | Comments: Only found an article about a rendezvous in newsletter | | | | | . | |

**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 | 0 |
| 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 | 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. | 2 | | | | -20 |

Comments: Pages out of date, no 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 | 0 |

Comments: .

**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

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: few pictures, graphics. Used well. .

**B3) Active Linkages & Navigation**

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1 | 0-2 | Ease of Navigation | | 2 | 1 | 0 | 2 |
| 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 | | | | 0 |

Maximum deduct -10 points

Comments: .

**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 | 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 | 1 |
| 2 | 0-2 | Font color, good contrast | 2 | 1 | 0 | 1 |
| 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: *some fonts small, calendar page color hard on eyes.* .

**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 | 2 |

Comments: .

**C2) Consistent format across pages.**

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

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 | 1 |

Comments: Very few graphics used. .

**C4) Animated Graphics**

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

Comments: No animation .

**C5) Additional Website Features**

| | | | 1 | 0 | |
|---|---|---|---|---|---|
| 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 | 1 |

go to http://www.usps.org/localusps/squadrons.shtml

If scoring a district website item 2 is to be given one point

Comments

**D1) Overall impression of quality and effectiveness of the site**

| | | | 2 | 1 | 0 | |
|---|---|---|---|---|---|---|
| 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: events/classes out of date, not much of  interest to public     .

Total Points Scored     21