United States Power Squadrons, 2007 Website Awards Tally Sheet

Squadron/District	Minnetonka
Evaluation. Date	14-Oct

District Affiliation **10**

Required Items

In compliance? (Y/N)

#	Item	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	n
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

point range
Highest ←→ Lowest

	range		5	4	3	2	1	0	Pts Awd
1	0-5	Identify purpose of Unit	5	4	3	2	1	0	3
2	0-3	Identify purpose of USPS			3	2	1	0	3

Comments: Excellent on education purpose, but fraternal side not apparent on About Squadron page. Home page is immediate calender, perfect for members, while About page which addresses prospects is down one level

A2) Identification of squadron/district area of activity.

	range						1	0	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

	range				3	2	1	0	Pts Awd
1	0-3	Description of benefits described			3	2	1	0	2
2	0-2	Links to USPS benefits page				2	1	0	2

Comments: See A1 .

A4) Display of USPS emblems and logos.

	range						1	0	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	0

Comments: .

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

	range				3	2	1	0	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	2

Comments: See B2 .

A6) Presentation of Vessel Safety Check Program

	range				3	2	1	0	Pts Awd
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	0

Comments: Relies on http://safetyseal.net/ so no local info .

A7) Contacts for various activities

	range						1	0	Pts Awd
1	0-1	Public boating course contact(s)					1	0	1
2	0-1	Members course(s) contact(s)					1	0	0
3	0-1	Event(s) contact(s)					1	0	0

Comments: Some items have contacts, many do not .

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	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.					

Comments: The calender link brought up Oct-Nov, but nothing later. Public classes brought up current S and an older Boat Smart. Items sort from newest down so I considered outdated items to be ok since obviously history, though this is borderline.

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	1

Comments: Listed under contacts

B1) Presentation quality and correctness.

1	0-3	Readability and Grammar	3	2	1	0	3
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: Took me a while to find the photos under Links, which buries some nice descriptions of events like COW too deep. Liked the photos but would be stronger if they were edited to the highest impact ones. Also, once one dives into the photos it appears one must back-button all the way out.

B3) Active Linkages & Navigation

1	0-2	Ease of Navigation		2	1	0	0
2	0-2	Links easy to identify		2	1	0	1
3	0-1	Links identify the subject		2	1	0	1
4	Calc.	Broken links, number	0				0

Maximum deduct -10 points

Comments: The way the navigation works (menu is more like a database search) seems to bring up similar pages that differ slightly. I think the the info is all there but I had the feeling because of the detail shifts that I might be missing something. Perhaps an illusion due to the unusually flat wide menu structure? However when I went to the member classes link I got the Oct Piloting and an older Seamanship, but the Classes link got me both P and S for October followed by two April classes, so there are some defects in the linkages.

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	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. *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	1

Comments: Classy header! .

C2) Consistent format across pages.

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

Comments: Clicked on Events link on front page, got a page that seemed to have the same content but the formatting of the right side panel changed. .

C3) Use of photos and/or graphics

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

Comments: .

C4) Animated Graphics

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

Comments: .

C5) Additional Website Features

			1	0	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	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

Comments: The overall impression of the site is good but the issues mentioned above detract from its utility once one gets into it   .

Total Points Scored   59