

United States Power Squadrons, 2007 Website Awards Tally Sheet

Squadron/District

Evaluation. Date

District Affiliation

Required Items

In compliance?

(Y/N)

| | | |
|---|---|--------------------------------|
| 1 | Link to USPS.org on Home (opening) page | <input type="text" value="Y"/> |
| | Subtitle below squadron name | |
| 2 | "a unit of United States Power Squadrons ®" Sail and Power Boating | <input type="text" value="Y"/> |
| 3 | (squadron) Link to District Website | <input type="text" value="Y"/> |
| 4 | (district) Links to squadron websites | <input type="text" value=""/> |
| 5 | Link to USPS Privacy statement on home page at bottom | <input type="text" value="Y"/> |
| 6 | Link to USPS Trademark reference on home page at bottom | <input type="text" value="Y"/> |
| 7 | Link to USPS Disclaimer statement on home page at bottom | <input type="text" value="Y"/> |
| 8 | Active e-mail link to Webmaster on home page | <input type="text" value="Y"/> |
| 9 | Website must display current information | <input type="text" value="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 | <div>2</div> |
| 2 | 0-3 | Identify purpose of USPS | | | 3 | 2 | 1 | 0 | <div>1</div> |
| Comments | | | | | | | | | |

A2) Identification of squadron/district area of activity.

| | | | | | | | | | |
|-----------|-----|---------------------------------|--|--|--|--|---|---|--------------------------------|
| 1 | 0-1 | Description of location of Unit | | | | | 1 | 0 | <input type="text" value="1"/> |
| 2 | 0-1 | Map showing location | | | | | 1 | 0 | <input type="text" value="0"/> |
| Comments: | | | | | | | | | |

A3) Explanation of the benefits of membership

| | | | | | | | | | |
|-----------|-----|-----------------------------------|--|--|---|---|---|---|--------------------------------|
| 1 | 0-3 | Description of benefits described | | | 3 | 2 | 1 | 0 | <input type="text" value="2"/> |
| 2 | 0-2 | Links to USPS benefits page | | | | 2 | 1 | 0 | <input type="text" value="0"/> |
| Comments: | | | | | | | | | |

A4) Display of USPS emblems and logos.

| | | | | | | | | | |
|-----------|-----|-------------------------------|--|--|--|--|---|---|--------------------------------|
| 1 | 0-1 | Ensign | | | | | 1 | 0 | <input type="text" value="1"/> |
| 2 | 0-1 | USPS Wheel | | | | | 1 | 0 | <input type="text" value="1"/> |
| 3 | 0-1 | Activity Triangle | | | | | 1 | 0 | <input type="text" value="0"/> |
| 4 | 0-1 | America's Boating Club (logo) | | | | | 1 | 0 | <input type="text" value="0"/> |
| Comments: | | | | | | | | | |

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

| | | | | | | | | | |
|-------------------------------|-----|---------------------------------|--|--|---|---|---|---|--------------------------------|
| 1 | 0-3 | Description of the fun we have. | | | 3 | 2 | 1 | 0 | <input type="text" value="1"/> |
| 2 | 0-3 | Photos showing unit activities | | | 3 | 2 | 1 | 0 | <input type="text" value="0"/> |
| Comments: Need current photos | | | | | | | | | |

A6) Presentation of Vessel Safety Check Program

| | | | | | | | | | |
|-----------|-----|--------------------------------------|--|--|---|---|---|---|--------------------------------|
| 1 | 0-3 | Explanation of the program | | | 3 | 2 | 1 | 0 | <input type="text" value="2"/> |
| 2 | 0-1 | Correct decal - proportionally sized | | | | | 1 | 0 | <input type="text" value="0"/> |
| 3 | 0-1 | Pre-check list provided | | | | | 1 | 0 | <input type="text" value="1"/> |
| 4 | 0-1 | Contact information | | | | | 1 | 0 | <input type="text" value="1"/> |
| Comments: | | | | | | | | | |

A7) Contacts for various activities

| | | | | | | | | | |
|---|-----|----------------------------------|--|--|--|--|---|---|--------------------------------|
| 1 | 0-1 | Public boating course contact(s) | | | | | 1 | 0 | <input type="text" value="1"/> |
| 2 | 0-1 | Members course(s) contact(s) | | | | | 1 | 0 | <input type="text" value="1"/> |
| 3 | 0-1 | Event(s) contact(s) | | | | | 1 | 0 | <input type="text" value="1"/> |
| Comments: Provide more information & updated photos | | | | | | | | | |

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 | 0 |
| 4 | calc | Number of pages with dates over 45 days old. | | | | -10 |

Comments: Calendar, Bridge Meeting Minutes & Graduates out-of-date .

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 | 2 |
| 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: .

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: Somewhat confusing & difficult to navigate site .

B4) Resource Linkages

| | | | | | | | |
|---|-------|--|---|---|---|---|----|
| 1 | 0-3 | USPS Links, 10 or more for 3 points | 3 | 2 | 1 | 0 | 2 |
| 2 | 0-3 | Non-commercial Links, 10 or more for 3 points | 3 | 2 | 1 | 0 | 1 |
| 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 | | | | | -4 |

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 | 1 |
| 3 | 0-2 | Appropriate use of text space | 2 | 1 | 0 | 1 |
| 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 | 1 |
| 2 | 0-2 | All pages have informative header | 2 | 1 | 0 | | 1 |

Enhance headings & graphics to make pages more appealing

Comments: .

C2) Consistent format across pages.

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

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: .

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 | 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 | 0 |
| Comments: | | | | | | |

Total Points Scored 40