

# 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  | <input type="text" value="Y"/> |
| 2 | "a unit of United States Power Squadrons ®"<br>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="Y"/> |

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

| range    |     |                          | point range |   |   |   |   |        | Pts<br>Awd   |
|----------|-----|--------------------------|-------------|---|---|---|---|--------|--------------|
|          |     |                          | Highest     |   |   |   |   | Lowest |              |
| 1        | 0-5 | Identify purpose of Unit | 5           | 4 | 3 | 2 | 1 | 0      | <div>1</div> |
| 2        | 0-3 | Identify purpose of USPS |             |   | 3 | 2 | 1 | 0      | <div>3</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="1"/> |
| 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="0"/> |
| 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: |     |                                 |  |  |   |   |   |   |                                |

## A6) Presentation of Vessel Safety Check Program

|           |     |                                      |  |  |   |   |   |   |                                |
|-----------|-----|--------------------------------------|--|--|---|---|---|---|--------------------------------|
| 1         | 0-3 | Explanation of the program           |  |  | 3 | 2 | 1 | 0 | <input type="text" value="3"/> |
| 2         | 0-1 | Correct decal - proportionally sized |  |  |   |   | 1 | 0 | <input type="text" value="1"/> |
| 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="0"/> |
| 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="0"/> |
| 3         | 0-1 | Event(s) contact(s)              |  |  |  |  | 1 | 0 | <input type="text" value="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 | 1   |
| 4 | calc | Number of pages with dates over 45 days old.           |   |   |   | -20 |
|   |      | 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 | 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 | 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:                                     |   |   |   |   |

**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       |   |   |   |   |
|   |       | 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 | 3 |
| 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 | 2 |
|   |     | 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 | 2 |
| 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 | 4 |
|   |     | Comments:                                     |   |   |   |   |   |   |   |

**C4) Animated Graphics**

|   |     |   |   |   |   |   |   |
|---|-----|---|---|---|---|---|---|
| 1 | 0-3 | Use of animated graphics, appropriate and add interest of the website | 3 | 2 | 1 | 0 | 0 |
|   |     | 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<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 | 2 |
| 2  | 0-2 | If you were a non-member, would this site have increased your interest in USPS?                | 2 | 1 | 0 | 2 |
| 3  | 0-2 | Would you be proud of having this website represent your unit or district:                     | 2 | 1 | 0 | 2 |
| Comments: Not sure what you feel the splash sheet adds to the website. It is visible for too short a time to absorb its content. |     |  |   |   |   |   |

Total Points Scored 49