

United States Power Squadrons, 2007 Website Awards Tally Sheet

Squadron/District North Strand

Evaluation. Date 9/22/2007

District Affiliation 26

Required Items

In compliance?

(Y/N)

- 1 Link to USPS.org on Home (opening) page
- Subtitle below squadron name
- 2 "a unit of United States Power Squadrons ®"
Sail and Power Boating
- 3 (squadron) Link to District Website
- 4 (district) Links to squadron websites
- 5 Link to USPS Privacy statement on home page at bottom
- 6 Link to USPS Trademark reference on home page at bottom
- 7 Link to USPS Disclaimer statement on home page at bottom
- 8 Active e-mail link to Webmaster on home page
- 9 Website must display current information

Y
N
Y

Y
Y
Y
Y
Y

A1 Identify purpose of the squadron/district/USPS

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

point range
Highest ← → Lowest
5 4 3 2 1 0
3 2 1 0

Pts
Awd

1
2

Comments

A2) Identification of squadron/district area of activity.

- 1 0-1 Description of location of Unit
- 2 0-1 Map showing location

1 0
1 0

1
0

Comments:

A3) Explanation of the benfits of membership

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

3 2 1 0
2 1 0

0
0

Comments:

A4) Display of USPS emblems and logos.

- 1 0-1 Ensign
- 2 0-1 USPS Wheel
- 3 0-1 Activity Triangle
- 4 0-1 America's Boating Club (logo)

1 0
1 0
1 0
1 0

1
1
0
0

Comments:

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

- 1 0-3 Description of the fun we have.
- 2 0-3 Photos showing unit activities

3 2 1 0
3 2 1 0

1
3

Comments: Good pictures, but no descriptions

A6) Presentation of Vessel Safety Check Program

- 1 0-3 Explanation of the program
- 2 0-1 Correct decal - proportionally sized
- 3 0-1 Pre-check list provided
- 4 0-1 Contact information

3 2 1 0
1 0
1 0
1 0

1
0
0
1

Comments: 2006 decal

A7) Contacts for various activities

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

1 0
1 0
1 0

0
0
0

Comments: Calendar is just that; course descriptions only

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	0
3	0-2	Events (zero points if contact missing)	2	1	0	0
4	calc	Number of pages with dates over 45 days old.				0
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	2
2	Calc.	Spelling errors, number.					0
Comments:		1 point reduction per error					

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	1
4	Calc.	Broken links, number				-1
Comments:		Maximum deduct -10 points Boat Name List broken; alphabetic arrangement left me confused				

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	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					-3
Comments:		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.					

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 Backgrounds which make reading page difficult zero points.	2	1	0	1
Comments:		Home page background busy, distracting				

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		1
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	2
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	1
Comments:		Busy home page & unclear links reduced value				

Total Points Scored 43