

United States Power Squadrons, 2007 Website Awards Tally Sheet

Squadron/District Olympia

Evaluation. Date 10/12/2007

District Affiliation 16

Required Items

In compliance?

(Y/N)

1	Link to USPS.org on Home (opening) page	y
	Subtitle below squadron name	
2	"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	N
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	Y

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	2
2	0-3	Identify purpose of USPS			3	2	1	0	0
		This needs to be prominent, not as an after thought at the bottom of the home page. I just about missed it thinking it was a trademark statement which by way is missing.							
Comments									

A2) Identification of squadron/district area of activity.

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 benefits of membership

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.

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

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

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:								

A6) Presentation of Vessel Safety Check Program

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

A7) Contacts for various activities

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:					

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	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.				
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	0
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.								
						1 point reduction per error				
						On join in the fun page you reference joining the "Atlanta"				
Comments:	squadron then discuss boating in Washington						.			

B2) Quality of photographs and graphics.

1	0-2	Clear - Undistorted	2	1	0	1
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: Need some photos of 2007 .						

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						
Many links required closing of the linked to page to return to the main website						
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	1
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.							
<i>If disclaimer statement is missing zero points for this section.</i>							
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	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	0
Backgrounds which make reading page difficult zero points.						
Font size for the description of the squadron at the bottom of the page way too small						
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
The subtitle for a unit of United States Power Squadrons							
Comments: was half covered by the squadron name.							

C2) Consistent format across pages.

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	2
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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	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	1
Comments:		The use of frames really limits how much information can be presented. Lots of wasted page space. Need to visit some of the high scoring websites for some ideas.				

Total Points Scored 47