

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"/>
2	Subtitle below squadron name "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"/>
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"/>

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	<input type="text" value="3"/>
2	0-3	Identify purpose of USPS			3	2	1	0	<input type="text" value="1"/>

Comments: Only link to USPS, no other purpose noted on the website.

A2) Identification of squadron/district area of activity.

1	0-1	Description of location of Unit					1	0	<input type="text" value="0"/>
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="0"/>
2	0-2	Links to USPS benefits page			2	1	0		<input type="text" value="0"/>

Comments: No real good reason to want to join the squadron if just a casual visitor

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="1"/>
4	0-1	America's Boating Club (logo)					1	0	<input type="text" value="1"/>

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="0"/>
2	0-3	Photos showing unit activities	3	2	1	0			<input type="text" value="1"/>

Comments: Only pictures linked from the calendar page

A6) Presentation of Vessel Safety Check Program

1	0-3	Explanation of the program	3	2	1	0			<input type="text" value="1"/>
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="0"/>
4	0-1	Contact information					1	0	<input type="text" value="0"/>

Comments: Link to VSC was to locate on safety seal net

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	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.				
Only indicator of when the public boating course would be taught was late winter? Only comment about member courses were definitions						
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	3
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	1
2	0-2	Good color balance (not dark or over exposed)	2	1	0	1
3	0-2	Appropriately sized for application	2	1	0	1
thumbnails were in many cases under exposed. There are graphic programs that can help these pictures. Need to title the slides, not much interest other than to those in the pictures.						
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					y
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: great links page							

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	1
2	0-2	All pages have informative header	2	1	0		1
Comments: Use of required graphics about overwhelms page							

C2) Consistent format across pages.

1	0-3	Consistent format across pages	3	2	1	0	2
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	3
Comments: Graphics on monthly headers of calendar cleaver									

C4) Animated Graphics

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

Comments: revolving lighthouse light

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	0
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	1
3	0-2	Would you be proud of having this website represent your unit or district:	2	1	0	1
Comments:		This website has potential, Just needs some more local detail and contacts.				

Total Points Scored 53