

United States Power Squadrons, 2007 Website Awards Tally Sheet

| | |
|-------------------|--------|
| Squadron/District | Racine |
|-------------------|--------|

| | |
|------------------|--|
| Evaluation. Date | |
|------------------|--|

| | |
|----------------------|----|
| District Affiliation | 20 |
|----------------------|----|

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 | Y |
| 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 | |

A1 Identify purpose of the squadron/district/USPS

range

point range

Highest Lowest

- | | | | | | | | | | |
|----------|-----|--------------------------|---|---|---|---|---|---|---|
| 1 | 0-5 | Identify purpose of Unit | 5 | 4 | 3 | 2 | 1 | 0 | 0 |
| 2 | 0-3 | Identify purpose of USPS | | | 3 | 2 | 1 | 0 | 0 |
| Comments | | | | | | | | | |

Comments

A2) Identification of squadron/district area of activity.

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

Comments: Located north of Chicago really doesn't tell one where the squadron is located .Link broken to map

Comments: squadron is located .Link broken to map

A3) Explanation of the benefits of membership

- | | | | | | | | |
|---|-----|-----------------------------------|---|---|---|---|---|
| 1 | 0-3 | Description of benefits described | 3 | 2 | 1 | 0 | 1 |
| 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 | 1 |
| 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 | |

Comments:

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

- | | | | | | | | |
|---|-----|---------------------------------|---|---|---|---|---|
| 1 | 0-3 | Description of the fun we have. | 3 | 2 | 1 | 0 | 0 |
| 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 | 1 |
| 2 | 0-1 | Correct decal - proportionally sized | | | 1 | 0 | 0 |
| 3 | 0-1 | Pre-check list provided | | | 1 | 0 | 0 |
| 4 | 0-1 | Contact information | | | 1 | 0 | 0 |

Comments: 2006 VSC decal. No local contact. Only info is link to national

A7) Contacts for various activities

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

Comments: could not determine who to contact

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. | | | | |
| 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: | | Only photo of commander | | | |

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 | | | | | | |
| Comments: | | | | | | | | | |

B2) Quality of photographs and graphics.

| Quantity 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 |
| Comments: slide show on home page | | | | | | |

B3) Active Linkages & Navigation

| | | | | | | |
|---------------------------|-------|----------------------------|---|---|---|---|
| 1 | 0-2 | Ease of Navigation | 2 | 1 | 0 | 1 |
| 2 | 0-2 | Links easy to identify | 2 | 1 | 0 | 1 |
| 3 | 0-1 | Links identify the subject | 2 | 1 | 0 | 2 |
| 4 | Calc. | Broken links, number | | | | 4 |
| Maximum deduct -10 points | | | | | | |

Maximum deduct -10 points

map showing location on home page broken. Link to membership information broken. Link to boating course broken. Request VSC link broken

Comments: broken. Request VSC link broken

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 | 0 |
| 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.

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. <i>one point for no background</i> <i>Backgrounds which make reading page difficult zero points.</i> | 2 | 1 | 0 | 1 |

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: | | | | | | | | |

Comments:

C2) Consistent format across pages.

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

Comments:

C3) Use of photos and/or graphics

| | 5 | 4 | 3 | 2 | 1 | 0 | |
|---|---|---|---|---|---|---|---|
| 1 0-5 Use of graphics to enhance message of website | | | | | | | 2 |
| Comments: | | | | | | | |

Comments:

C4) Animated Graphics

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

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 | 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 | 1 |
| 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 | 0 |
| Comments: | | | | | | |

Total Points Scored 30