United States Power Squadrons, 2007 Website Awards Tally Sheet

Squadron/District: St. Louis #4995

Evaluation. Date: 9/19/2007

District Affiliation: 30

Required Items — In compliance? (Y/N)

#	Item	In compliance?
1	Link to USPS.org on Home (opening) page	y
2	Subtitle below squadron name "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	y

A1 Identify purpose of the squadron/district/USPS

	range		point range Highest ← → Lowest							Pts Awd
1	0-5	Identify purpose of Unit	5	4	3	2	1	0		5
2	0-3	Identify purpose of USPS			3	2	1	0		3
	Comments									

A2) Identification of squadron/district area of activity.

	range						Pts Awd
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 benfits of membership

	range						Pts Awd
1	0-3	Description of benefits described	3	2	1	0	3
2	0-2	Links to USPS benefits page	2	1	0		0
	Comments:			.			

A4) Display of USPS emblems and logos.

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

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

	range						Pts Awd
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	0
	Comments:			.			

A6) Presentation of Vessel Safety Check Program

	range						Pts Awd
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	1
	Comments:			.			

A7) Contacts for various activities

	range				Pts Awd
1	0-1	Public boating course contact(s)	1	0	1
2	0-1	Members course(s) contact(s)	1	0	1
3	0-1	Event(s) contact(s)	1	0	1
	Comments:	Might be better to put contact info on appropriate pages for each course, VSC, etc., as opposed to, or in addition to being listed under "Contact" link at top of page. Almost missed contact names altogether.	.		

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		2
4	calc	Number of pages with dates over 45 days old.	0					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		0
3	0-2	Five (5) of more committee contacts listed	2	1	0	2
	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	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:	main page has only photo + it's fine	.			

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	0				0
		Maximum deduct -10 points					
	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	3
3	0-3	Commercial Links, 10 or more for 3 points		3	2	1	0	2
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: .

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	3
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	1
	Comments:		.						

C4) Animated Graphics

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

If scoring a district website item 2 is to be given one point

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	2
3	0-2	Would you be proud of having this website represent your unit or district:	2	1	0	2

Comments: This is a shame, as we are supposed to judge the web sites on their own merit, standing alone. Most of the information USPS is looking for in a web site is well presented, but in the Squadron's newsletter, not on the actual site as required. What's on the site is well done -- but adding some of the photos and other info to the site itself would have raised this score considerably.

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Total Points Scored   70