

## United States Power Squadrons, 2007 Website Awards Tally Sheet

Squadron/District	Santa Clara
-------------------	-------------

Evaluation. Date	19-Sep-07
------------------	-----------

District Affiliation	25
----------------------	----

## Required Items

In compliance?

(Y/N)

- |   |   |   |
|---|---|---|
| 1 | Link to USPS.org on Home (opening) page   | y |
| 2 | Subtitle below squadron name<br>"a unit of United States Power Squadrons ®"<br>Sail and Power Boating | y |
| 3 | (squadron) Link to District Website   | y |
| 4 | (district) Links to squadron websites   | y |
| 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

- |   |     |                          |   |   |   |   |   |   |   |
|---|-----|--------------------------|---|---|---|---|---|---|---|
| 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.**

- |   |     |                                 |   |   |   |
|---|-----|---------------------------------|---|---|---|
| 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 | 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 | 0 |

Comments:

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

- |   |     |                                 |   |   |   |   |   |
|---|-----|---------------------------------|---|---|---|---|---|
| 1 | 0-3 | Description of the fun we have. | 3 | 2 | 1 | 0 | 2 |
| 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 | 1 |
| 3 | 0-1 | Event(s) contact(s)              | 1 | 0 | 1 |

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	2
3	0-2	Events (zero points if contact missing)	2	1	0	1
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	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	3
2	Calc.	Spelling errors, number.									
							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:						

### 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	2
2	0-3	Non-commercial Links, 10 or more for 3 points	3	2	1	0	2
3	0-3	Commercial Links, 10 or more for 3 points	3	2	1	0	0
4	Calc.	Disclaimer statement on Commercial Links page <span style="color: blue;">Y or N</span>					<span style="background-color: #90EE90;">y</span>

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.**

Ability to read the message:			Score			Weighted Score
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	2
2	0-2	All pages have informative header	2	1	0	0	2
Comments:							

**C2) Consistent format across pages.**

1	0-3		3	2	1	0	3
Consistent format across pages							
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							5
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 <a href="http://www.usps.org/localusps/squadrons.shtml">http://www.usps.org/localusps/squadrons.shtml</a> 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	2
3	0-2	Would you be proud of having this website represent your unit or district:	2	1	0	2
Comments:						

Total Points Scored 80