

United States Power Squadrons, 2007 Website Awards Tally Sheet

Squadron/District	Skokie Valley
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Evaluation. Date	10/13/2007
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District Affiliation	20
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Required Items

In compliance?

(Y/N)

- | | | |
|---|---|---|
| 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

- | | | | | | | | | | | |
|---|-----|--------------------------|-------------------------------------|---|---|---|---|---|---|---|
| 1 | 0-5 | Identify purpose of Unit | 5 | 4 | 3 | 2 | 1 | 0 | 4 | |
| 2 | 0-3 | Identify purpose of USPS | | | | 3 | 2 | 1 | 0 | 3 |
| | | Comments | Need to change the 60,000 to 48,000 | | | | | | | |

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: | | | | | |

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 | 2 |

Comments: Main comments are in opening statements about squadron.

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 | 0 |
| 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 | 1 |

Comments: Photos are limited in number, one per event and several years old.

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 | 1 |
| 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.				
		Contact information minimal. Who are the people listed?				
Comments:		How would a non member know?				

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
		Very difficult to determine how to contact chiefs of specialties such as education, events.			
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					
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
Comments:		Old photos from past events.				

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	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:		Only links on link page go to newsletter, why not title the nav bar with squadron newsletter rather than 'Other links'?					

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	2
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	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	1
Comments:									

C4) Animated Graphics

1	0-3	Use of animated graphics, appropriate and add interest of the website	3	2	1	0	0
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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	1
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:		Site has great potential. Needs more pictures of members and activities.				

Total Points Scored 62