

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"/>
	Subtitle below squadron name	<input type="text" value="Y"/>
2	"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" value=""/>
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" value="Y"/>

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	<div>3</div>
2	0-3	Identify purpose of USPS			3	2	1	0	<div>0</div>
Comments									

A2) Identification of squadron/district area of activity.

1	0-1	Description of location of Unit					1	0	<input type="text" value="1"/>
2	0-1	Map showing location					1	0	<input type="text" value="1"/>
Comments:		<input type="text" value=""/>							

A3) Explanation of the benefits of membership

1	0-3	Description of benefits described			3	2	1	0	<input type="text" value="3"/>
2	0-2	Links to USPS benefits page				2	1	0	<input type="text" value="2"/>
Comments:		<input type="text" value=""/>							

A4) Display of USPS emblems and logos.

1	0-1	Ensign					1	0	<input type="text" value="0"/>
2	0-1	USPS Wheel					1	0	<input type="text" value="1"/>
3	0-1	Activity Triangle					1	0	<input type="text" value="0"/>
4	0-1	America's Boating Club (logo)					1	0	<input type="text" value="0"/>
Comments:		<input type="text" value=""/>							

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="3"/>
2	0-3	Photos showing unit activities			3	2	1	0	<input type="text" value="0"/>
Comments:		<input type="text" value="Only photo was sail boat"/>							

A6) Presentation of Vessel Safety Check Program

1	0-3	Explanation of the program			3	2	1	0	<input type="text" value="0"/>
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:		<input type="text" value="Unfortunately that information on one of the most viable programs within USPS was not mentioned."/>							

A7) Contacts for various activities

1	0-1	Public boating course contact(s)					1	0	<input type="text" value="0"/>
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="1"/>
Comments:		<input type="text" value=""/>							

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	1
4	calc	Number of pages with dates over 45 days old.				
Comments:		Use of link to newsletter for event details may be alright for members but visitors will not follow				

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: Great list of officers for non members to see					

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	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
Only found two pictures, a sailboat and a bridge being opened.						

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				-1
			Maximum deduct -10 points			

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	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 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		2		3		4		5	
1	0-2	Font - size and style	2	1	0	2	1	0	2
2	0-2	Font color, good contrast	2	1	0	2	1	0	2
3	0-2	Appropriate use of text space	2	1	0	2	1	0	2
4	0-2	Appropriate background. <i>one point for no background</i>	2	1	0	2	1	0	1
		<i>Backgrounds which make reading page difficult zero points.</i>							
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	0	2
Comments:							

C2) Consistent format across pages.

1	0-3		3	2	1	0	2
Consistent format across pages							
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

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

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	2
Comments:		This website has potential of being great. Need to add some more human touch as well as describing the purpose of USPS. The VSC program needs exposure. My initial reaction when opening the website was a very pleasing visual impact. Expected more than was provided. The structure and format are there.				

Total Points Scored 53