

United States Power Squadrons, 2007 Website Awards Tally Sheet

Squadron/District Tokyo

Evaluation. Date 27-Oct-07

District Affiliation 13

Required Items

In compliance?

(Y/N)

1	Link to USPS.org on Home (opening) page	y
	Subtitle below squadron name	y
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	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	n
8	Active e-mail link to Webmaster on home page	n
9	Website must display current information	y

A1 Identify purpose of the squadron/district/USPS

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			* Disclaimer & Trademark are included but not linked.						

Comments * Disclaimer & Trademark are included but not linked.

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	1

Comments: Great maps and directions.

A3) Explanation of the benfits of membership

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.

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	3
2	0-3	Photos showing unit activities		3	2	1	0	3

Comments: You have fun! Wish I were closer. Note: the thumbnail photo link does not display on the Photo Contest page, but the enlarged photo appears.

A6) Presentation of Vessel Safety Check Program

1	0-3	Explanation of the program		3	2	1	0	
2	0-1	Correct decal - proportionally sized					1	0
3	0-1	Pre-check list provided					1	0
4	0-1	Contact information					1	0

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	2
4	calc	Number of pages with dates over 45 days old.				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
Comments:					

B1) Presentation quality and correctness.

1	0-3	Readability and Grammar	3	2	1	0	2
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:		Nice balance of photos and text.				

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	1
4	Calc.	Broken links, number				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					
		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	1
3	0-2	Appropriate use of text space	2	1	0	2
4	0-2	Appropriate background. one point for no background Backgrounds which make reading page difficult zero points.	2	1	0	2
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	2
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	5
Comments:									

C4) Animated Graphics

1	0-3	Use of animated graphics, appropriate and add interest of the website	3	2	1	0	1
Comments:		Not needed to enhance this website.					

C5) Additional Website Features

1	0-1	Inclusion of USPS News RSS feed	1	0	1
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	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
		You have unique opportunities and do a terrific job of encouraging non-members to join your squadron. You convey a perfect balance of seriousness and fun. This is the only site reviewed that merits a return visit for additional investigation.				
Comments:						

Total Points Scored 80