

# United States Power Squadrons, 2007 Website Awards Tally Sheet

Squadron/District **Waukegan**

Evaluation. Date **10/12/2007**

District Affiliation **20**

## Required Items

In compliance?

(Y/N)

1	Link to USPS.org on Home (opening) page	y
	Subtitle below squadron name	
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	
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						Pts
		Highest					Lowest	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.

1	0-1 Description of location of Unit					1	0	1
2	0-1 Map showing location					1	0	1
Comments:								

## A3) Explanation of the benefits 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		2
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: Great animation on the triangle !								

## 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		0
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	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.				
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: No sub-committees listed - otherwise great page					

**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: A very well presented site .											

## 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						
The links in the text are "grey" - hard to see - they blend in too well						
Comments:						

#### B4) Resource Linkages

1	0-3	USPS Links, 10 or more for 3 points	3	2	1	0	3
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	3
4	Calc.	Disclaimer statement on Commercial Links page <a href="#">Y or N</a>					

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. <i>one point for no background</i> <i>Backgrounds which make reading page difficult zero points.</i>	2	1	0	1
Comments: <i>As above - the jump-links within the text are hard to see</i>						

### 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	3
Consistent format across pages						

### 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

Animated Graphics							
1	0-3	Use of animated graphics, appropriate and add interest of the website	3	2	1	0	3
		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	1
Comments		Ouch! - the RSS is easy to do - try it next year			

**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: Great site - add pictures of events and you are PERFECT!						

Total Points Scored 91