

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	
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=""/>
4	(district) Links to squadron websites	<input type="text" value="y"/>
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	<input type="text" value="2"/>
2	0-3	Identify purpose of USPS			3	2	1	0	<input type="text" value="2"/>
Comments		Purpose is there - but like a lot of good information on this site - it is buried in a menu system that is not intuitive - in fact it is "unique" and unlike a menu system seen on any other USPS web site - hard to comprehend and utilize.							

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:									

A3) Explanation of the benfits of membership

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

A4) Display of USPS emblems and logos.

1	0-1	Ensign					1	0	<input type="text" value="1"/>
2	0-1	USPS Wheel					1	0	<input type="text" value="1"/>
3	0-1	Activity Triangle					1	0	<input type="text" value="1"/>
4	0-1	America's Boating Club (logo)					1	0	<input type="text" value="0"/>
Comments:		Haphazard display on home page - it seems as if the logos were pasted on the sheet just to get points - there is not "rationale" for the positioning of the logos - they are not even in the same sequence as the buttons for VSC, CoOpCh, ABC							

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="1"/>
2	0-3	Photos showing unit activities	3	2	1	0			<input type="text" value="1"/>
Comments:		No description of 'fun' - other than in the pictures - which are hard to access							

A6) Presentation of Vessel Safety Check Program

1	0-3	Explanation of the program	3	2	1	0			<input type="text" value="1"/>
2	0-1	Correct decal - proportionally sized					1	0	<input type="text" value="1"/>
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:		Entirely reliant on National Click - nothing for District							

A7) Contacts for various activities

1 0-1 Public boating course contact(s)
2 0-1 Members course(s) contact(s)
3 0-1 Event(s) contact(s)

1 0
1 0
1 0

0
0
0

Comments: E-mail to District Officers shows error page "Object moved to here"

A8) Current Activities/Educational calendars available

1	0-2	Public Boating Course (zero points if contact missing)	2	1	0	1
2	0-2	Members course(s) (zero points if contact missing)	2	1	0	1
3	0-2	Events (zero points if contact missing)	2	1	0	0
4	calc	Number of pages with dates over 45 days old.				0
Comments:		No district contact for District Events				

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:		Good photo page for officers - good info page for committees			

B1) Presentation quality and correctness.

1	0-3	Readability and Grammar	3	2	1	0	2
2	Calc.	Spelling errors, number.					0
Comments:		1 point reduction per error					

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	2
3	0-2	Appropriately sized for application	2	1	0	1
Comments:		Awkward navigation technique - unstable - photos distorted - wrong dimensions - either 'squished' or 'squeezed'				

B3) Active Linkages & Navigation

1	0-2	Ease of Navigation	2	1	0	1
2	0-2	Links easy to identify	2	1	0	1
3	0-1	Links identify the subject	2	1	0	1
4	Calc.	Broken links, number				0
Comments:		Maximum deduct -10 points				
Comments:		Awkward navigation technique - visit other districts for clues as to how better to engineer navigation and content				

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	1
3	0-3	Commercial Links, 10 or more for 3 points	3	2	1	0	3
4	Calc.	Disclaimer statement on Commercial Links page Y or N					y
Comments:		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. 15 inks total: goal is 30 (10 USPS, 10 non comm, 10 commercial)					

B5) Ability to read the message.

1	0-2	Font - size and style	2	1	0	1
2	0-2	Font color, good contrast	2	1	0	1
3	0-2	Appropriate use of text space	2	1	0	0
4	0-2	Appropriate background. one point for no background Backgrounds which make reading page difficult zero points.	2	1	0	1
Comments:		Hard to read - hard to navigate - awkward menu system				

C1) Heading descriptive & appealing

Training assessment - shopping							
1	0-3	Home page, unique header (graphic)	3	2	1	0	1
2	0-2	All pages have informative header		2	1	0	1
Comments:		Home page not appealing - slap-dash					

C2) Consistent format across pages.

Consistent format across pages:							
1	0-3	Consistent format across pages	3	2	1	0	1
Comments:		Few original content pages - heavy dependence on links to others' information					

C3) Use of photos and/or graphics

1	0-5	Use of graphics to enhance message of website	5	4	3	2	1	0	2
Comments:		Graphics slapped on home page to get points - it didn't work							

C4) Animated Graphics

1 0-3 Use of animated graphics, appropriate and add
interest of the website

3 2 1 0

1

Comments: The graphisc are there - but they don't "add" anything .

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:		Could not find USPS News RSS feed			

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	0
3	0-2	Would you be proud of having this website represent your unit or district:	2	1	0	0
Comments:		Sorry - while the "Members Access" page may be useful, the public pages are not attractively presented, relying heavily on links to the pages provided by National - with no local content added.				

Total Points Scored 48