

# United States Power Squadrons, 2007 Website Awards Tally Sheet

Squadron/District Buzzards Bay

Evaluation. Date 10/10/2007

District Affiliation 14


## 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	n
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	
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	1
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:		Excellent map presentation on splash page, unfortunately that didn't carry over to remainder of pages.							

## 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		0
Comments:								

## A4) Display of USPS emblems and logos.

1	0-1	Ensign					1	0	0
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:		Easy points							

## A5) What we do, show the fun we have.

1	0-3	Description of the fun we have.	3	2	1	0		0
2	0-3	Photos showing unit activities	3	2	1	0		3
Comments:		could not find any discussion on what activities the squadron has. Only info is on the welcome page which is fairly generic. Pictures are good but lacking descriptive titles						

## A6) Presentation of Vessel Safety Check Program

1	0-3	Explanation of the program	3	2	1	0	1
2	0-1	Correct decal - proportionally sized			1	0	0
3	0-1	Pre-check list provided			1	0	0
4	0-1	Contact information			1	0	0
Comments:		Nothing on this program					

## 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	0
3	0-2	Events (zero points if contact missing)	2	1	0	2
4	calc	Number of pages with dates over 45 days old.				

Comments: No dates available at present, provisions for new courses

**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.					

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:

**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	2
4	Calc.	Broken links, number				

Maximum deduct -10 points

the removal of links on subsequent pages after the home page is a bit confusing. Also you need to be consistent in using text in boxes or on icons

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	1
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.

Products for sale link has no disclaimer by squadron. Listing of sponsors does have disclaimer

Comments:

**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	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.

On some of the interior pages the use of multiple colors on blue background are difficult and confusing to read

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	

Points are given for the treatment of the interior pages.

Shame you have the splash page, the other treatment with the dock and icons is cool

Comments:

**C2) Consistent format across pages.**

1	0-3	Consistent format across pages	3	2	1	0	2
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Comments: Splash page cost a point

**C3) Use of photos and/or graphics**

1	0-5	Use of graphics to enhance message of website	5	4	3	2	1	0	3
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Comments:

C4) Animated Graphics

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

3   2   1   0

1

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 Could be a bit more descriptive on the location posted on the list of websites at the USPS website.	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	1
3	0-2	Would you be proud of having this website represent your unit or district:	2	1	0	1
Comments:		could easily get this into the award level. Need something on VSC, use of logos				

Total Points Scored 63