

# United States Power Squadrons, 2007 Website Awards Tally Sheet

Squadron/District **Albemarle**

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

District Affiliation **27**

## 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	n
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	n

## 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	5
2	0-3	Identify purpose of USPS			3	2	1	0	0
		Be sure to comply with the USPS requirement to identify your organization as "A Unit of United States Power Squadrons - Sail and Power Boating" - its important! (in fact - its 'required' to be included in this evaluation!)							
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
		Map is OK in Explorer, but in Mozilla Firefox it obscures text of Mission (no points lost on this - its just a comment)							
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	0
Comments:		Sorry - could not find the link					

## 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:									

## 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:		Could not open "Photo Album" link on home page					

## A6) Presentation of Vessel Safety Check Program

1	0-3	Explanation of the program		3	2	1	0	2
2	0-1	Correct decal - proportionally sized				1	0	0
3	0-1	Pre-check list provided				1	0	1
4	0-1	Contact information				1	0	1
		VSC not stand alone click, but it was found under Safety and						
Comments:		Memb Benefits						

## 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	0
3	0-1	Event(s) contact(s)	1	0	0
Comments:		Bridge e-mails complete, but no contact for education other than a generic e-mail request			

#### 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	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.				
		Link to Chart Smart was for Jan 2007 - not current in fall				
Comments:		2007				

### 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	3
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	0
2	0-2	Good color balance (not dark or over exposed)	2	1	0	0
3	0-2	Appropriately sized for application	2	1	0	0
Comments: Home page would not open photo link - sorry!						

### 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	2			-2
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	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 <span style="color: blue;">Y or N</span>					

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: Commercial and non commercial links mixed on same page

**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>	2	1	0	2

*Backgrounds which make reading page difficult zero points.*

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: Yes - we have a consistent format							

**C2) Consistent format across pages.**

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

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

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

**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	2
3	0-2	Would you be proud of having this website represent your unit or district:	2	1	0	1
Sorry! - your calendar only has April-June events displayed - if you are up to date - the public can see what great things you are doing. You have a fine Squadron - let people know it!						
Comments:						

Total Points Scored 60