United States Power Squadrons, 2007 Website Awards Tally Sheet

Squadron/District Cape Fear Evaluation. Date 9/8/2007 27 District Affiliation Required Items In compliance? (Y/N) Υ Link to USPS.org on Home (opening) page Subtitle below squadron name "a unit of United States Power Squadrons ®" 2 Sail and Power Boating Link to District Website 3 (squadron) 4 (district) Links to squadron websites 5 Link to USPS Privacy statement on home page at bottom 6 Link to USPS Trademark reference on home page at bottom Link to USPS Disclaimer statement on home page at bottom 7 8 Active e-mail link to Webmaster on home page 9 Website must display current information Pts A1 Identify purpose of the squadron/district/USPS Awd point range Highest 4 range Lowest 0-5 Identify purpose of Unit 5 4 3 2 1 0-3 Identify purpose of USPS 3 2 1 0 2 Comments A2) Identification of squadron/district area of activity. 0-1 Description of location of Unit 0 1 1 0-1 Map showing location Comments: A3) Explanation of the benfits of membership 0-3 Description of benefits described 2 1 0 0-2 Links to USPS benefits page Comments: A4) Display of USPS emblems and logos. 1 0-1 Ensign 0 **USPS** Wheel 2 0-1 0 3 0-1 Activity Triangle 0 0-1 America's Boating Club (logo) Comments: A5) What we do, show the fun we have. 1 0-3 Description of the fun we have. 3 2 1 0 0-3 Photos showing unit activities 2 3 2 1 0 Comments: A6) Presentation of Vessel Safety Check Program 0-3 Explanation of the program 3 2 1 0 2 0-1 Correct decal - proportionally sized 0 1 0-1 Pre-check list provided 1 0 0-1 Contact information Comments: A7) Contacts for various activities 0-1 Public boating course contact(s) 0 1 2 0-1 Members course(s) contact(s) 0 1 0-1 Event(s) contact(s) Comments:

A8) Curr	ent Activ	vities/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						0
С	omments								
40\ Idam	4ifi aati au	a of the builder committee members ? contacts							
A9) Iden		of the bridge, committee members & contacts					1	0	0
2	0-1 0-1	Bridge listed Bridge photo(s)					1	0	0
3	0-1	Five (5) of more committee contacts listed				2	1	0	0
	omments:					_		-	
		quality and correctness.						_	
1	0-3	Readability and Grammar	0		3	2	1	0	3
2	Calc.	Spelling errors, number.	0						
C	omments:	1 point reduction per error							
O	Omments.								
B2) Qual	lity of ph	otographs 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
С	omments								
D0\ 4 4									
		ges & Navigation				0	4	0	0
1 2	0-2 0-2	Ease of Navigation Links easy to identify				2	1	0	2
3	0-2	Links easy to identify Links identify the subject				2	1	0	2
4		Broken links, number	1			_		O	-1
		Maximum deduct -10 points							
С	omments:								
B4) Reso		_							
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 4	0-3 Calc.	Commercial Links, 10 or more for 3 points			3	2	1	0	3
4		Disclaimer statement on Commercial Links page Y or N bove point determination; 10 or more links 3 points,							
		ss 2 points, 1 to 4 links 1 point.							
		imer statement is missing zero points for this section.							
C	omments:								
•	-	d 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 4	0-2 0-2	Appropriate use of text space Appropriate background. one point for no background				2	1	0 0	2
4	0-2	Backgrounds which make reading page difficult zero points.				2		U	2
		The color on the sub-headings in the Menu column are hard							
C	omments:	to read.							
-	_	criptive & 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
C	omments:		٠						
C2) Cons	sistent f	ormat across pages.							
1	0-3	Consistent format across pages			3	2	1	0	3
Comr	ments:	γ. σ.							
	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
С	omments:								
C4) Animated Graphics									
C4) Anin	0-3	Use of annimated graphics, appropriate and add			2	2	1	0	3
1	0-3	interest of the website			3	2	'	J	3
С	omments:								

C5) Addit	ional V	Vebsite 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		1	0	1	
		go to http://www.usps.org/localusps/squadrons.shtml					
		If scoring a district website item 2 is to be given one point					
Co	omment	S					
D1) Overa	II impre	ssion of quality and effectiveness of the site					
1	0-2	How well did you like the site, was it effective in	2	1	0	2	
		presenting USPS and the unit to the public					
2	0-2	If you were a non-member, would this site have	2	1	0	2	
		increased your interest in USPS?					
3	0-2	Would you be proud of having this website	2	1	0	2	
		represent your unit or district:					
		The only section in which this site failed was in listing the					
		bridge members and pictures. They have several private					
		links (login required) that may provide this, such as					
Comments: 'organizational chart'.							
			Total Po	Total Points Scored			