

United States Power Squadrons, 2007 Website Awards Tally Sheet

| | |
|-------------------|---------------|
| Squadron/District | Chain-O-Lakes |
|-------------------|---------------|

| | |
|------------------|-----------|
| Evaluation. Date | 9/23/2007 |
|------------------|-----------|

| | |
|----------------------|----|
| District Affiliation | 20 |
|----------------------|----|

Required Items

In compliance?

(Y/N)

- | | | |
|---|-------------------------------------------------------------------------------------------------------|---|
| 1 | Link to USPS.org on Home (opening) page | Y |
| 2 | Subtitle below squadron name "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 | N |

A1 Identify purpose of the squadron/district/USPS

range

point range

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 | 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 | 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 | 1 |
| 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 | 1 |
| 2 | 0-3 | Photos showing unit activities | 3 | 2 | 1 | 0 | 3 |

Comments:

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

Comments:

A8) Current Activities/Educational calendars available

| | | | | | | |
|-----------|------|--------------------------------------------------------|---|---|---|---|
| 1 | 0-2 | Public Boating Course (zero points if contact missing) | 2 | 1 | 0 | 0 |
| 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 | 0 |
| 4 | calc | Number of pages with dates over 45 days old. | | | | |
| Comments: | | Home page VSC decal is 2006 | | | | |

A9) Identification of the bridge, committee members & contacts

| | | | | | |
|-----------|-----|--------------------------------------------|---|---|---|
| 1 | 0-1 | Bridge listed | 1 | 0 | 0 |
| 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. | | | | | 0 |
| | | 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 | 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 | | | | 5 |
| | | Maximum deduct -10 points | | | | -5 |
| Comments: | | | | | | |

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 | 1 |
| 4 | Calc. | Disclaimer statement on Commercial Links page Y or N | | | | | N |
| | | For the above point determination; 10 or more links 3 points, 5 to 9 links 2 points, 1 to 4 links 1 point. | | | | | -3 |
| | | 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. one point for no background Backgrounds which make reading page difficult zero points. | 2 | 1 | 0 | 2 |
| Comments: | | | | | | |

C1) Heading descriptive & appealing

| | | | | | | | |
|-----------|-----|-----------------------------------------------|---|---|---|---|--|
| 1 | 0-3 | Home page, unique header (graphic) | 3 | 2 | 1 | 0 | |
| 2 | 0-2 | All pages have informative header | 2 | 1 | 0 | 0 | |
| Comments: | | Was unable to visit pages due to broken links | | | | | |

C2) Consistent format across pages.

| | | | | | | | |
|-----------|-----|-----------------------------------------------|---|---|---|---|---|
| 1 | 0-3 | Consistent format across pages | 3 | 2 | 1 | 0 | 0 |
| Comments: | | Was unable to visit pages due to broken links | | | | | |

C3) Use of photos and/or graphics

| | | | | | | | | | |
|-----------|-----|-----------------------------------------------|---|---|---|---|---|---|---|
| 1 | 0-5 | Use of graphics to enhance message of website | 5 | 4 | 3 | 2 | 1 | 0 | 1 |
| 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 http://www.usps.org/localusps/squadrons.shtml If scoring a district website item 2 is to be given one point | 1 | 0 | 0 |
| 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 | 1 |
| 3 | 0-2 | Would you be proud of having this website represent your unit or district: | 2 | 1 | 0 | 1 |
| Comments: | | | | | | |

Total Points Scored 41