United States Power Squadrons, 2006 Website Awards Tally Sheet

Squadron/District Name: Chicago Power Squadron

Evaluation Date: 10/19/2006

District Affiliation: 20

Required Items:

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: y

5. Privacy statement or link on home page at bottom: y

6. USPS Trademark reference or link at home page bottom: y

7. Disclaimer statement or link on home page at bottom: y

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

<table>
<thead>
<tr>
<th>pts</th>
<th>range</th>
<th>Awd</th>
<th>Highest</th>
<th>Lowest</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>0-5</td>
<td>1</td>
<td>5</td>
<td>0</td>
</tr>
<tr>
<td>1</td>
<td>0-1</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td>0-2</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

Comments:

A2) Identification of squadron/district area of activity.

<table>
<thead>
<tr>
<th>pts</th>
<th>range</th>
<th>Awd</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

Comments:

A3) Explanation of the benefits of membership

<table>
<thead>
<tr>
<th>pts</th>
<th>range</th>
<th>Awd</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>0-3</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>0-2</td>
<td>2</td>
</tr>
</tbody>
</table>

Comments:

A4) Display of USPS emblems and logos.

<table>
<thead>
<tr>
<th>pts</th>
<th>range</th>
<th>Awd</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>1</td>
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<td>1</td>
</tr>
<tr>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>0-2</td>
<td>2</td>
</tr>
</tbody>
</table>

Comments:

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

<table>
<thead>
<tr>
<th>pts</th>
<th>range</th>
<th>Awd</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>0-3</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>0-3</td>
<td>2</td>
</tr>
</tbody>
</table>

Comments:
### A6) Presentation of Vessel Safety Check Program

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0-2</td>
<td>Explanation of the program</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>1</td>
<td>Correct decal - proportionally sized</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>1</td>
<td>Pre-check list provided</td>
<td>1</td>
</tr>
<tr>
<td>4</td>
<td>1</td>
<td>Contact information</td>
<td>1</td>
</tr>
</tbody>
</table>

**Comments:**

### A7) Contacts for various activities

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>Public boating course contact(s)</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>1</td>
<td>Members course(s) contact(s)</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>1</td>
<td>Event(s) contact(s)</td>
<td>1</td>
</tr>
</tbody>
</table>

**Comments:**

### A8) Current Activities/Educational calendars available

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>Public Boating Course (zero points if contact missing)</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>Members course(s) (zero points if contact missing)</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>2</td>
<td>Events (zero points if contact missing)</td>
<td>2</td>
</tr>
<tr>
<td>4</td>
<td></td>
<td>Number of pages with dates over 30 days old</td>
<td></td>
</tr>
</tbody>
</table>

Deduct 10 points for each page over 30 days old

**Comments:**

### A9) Identification of the bridge, committee members & contacts

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>Bridge listed</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>1</td>
<td>Bridge photo(s)</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>2</td>
<td>Five (5) of more committee contacts listed</td>
<td>2</td>
</tr>
</tbody>
</table>

Comments: 

#### Links to bridge photos and many others were broken, red x's where they were supposed to be

### B1) Presentation quality and correctness.

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0-3</td>
<td>Readability and Grammar</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td></td>
<td>Calc. Spelling errors, number</td>
<td></td>
</tr>
</tbody>
</table>

1 point reduction per error

**Comments:**

### B2) Quality of photographs and graphics.

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0-2</td>
<td>Clear - Undistorted</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>0-2</td>
<td>Good color balance (not dark or over exposed)</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>0-2</td>
<td>Appropriately sized for application</td>
<td>2</td>
</tr>
</tbody>
</table>

**Comments:**

### B3) Active Linkages & Navigation

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0-2</td>
<td>Ease of Navigation</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>0-2</td>
<td>Links easy to identify</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>0-1</td>
<td>Links identify the subject</td>
<td>2</td>
</tr>
<tr>
<td>4</td>
<td>Calc.</td>
<td>Broken links, number</td>
<td>2</td>
</tr>
</tbody>
</table>

Maximum deduct -10 points

**Comments:**

### B4) Resource Linkages

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0-3</td>
<td>USPS Links, 10 or more for 3 points</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>0-3</td>
<td>Non-commercial Links, 10 or more for 3 points</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>0-3</td>
<td>Commercial Links, 10 or more for 3 points</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>Calc.</td>
<td>Disclaimer statement on Commercial Links page</td>
<td>Y or N</td>
</tr>
</tbody>
</table>

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.*
### B5) Ability to read the message.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>0-2</th>
<th>2 1 0</th>
<th>2</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Font - size and style</td>
<td>2 1 0</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>2 Font color, good contrast</td>
<td>2 1 0</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>3 Appropriate use of text space</td>
<td>2 1 0</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>4 Appropriate background. <em>one point for no background</em></td>
<td>2 1 0</td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>

*Water background was difficult to read text over. Red and Green on Public boating page was difficult to read.*

### C1) Heading descriptive & appealing

<table>
<thead>
<tr>
<th>Criteria</th>
<th>0-3</th>
<th>3 2 1 0</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Home page, unique header (graphic)</td>
<td>3 2 1 0</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>2 All pages have informative header</td>
<td>2 1 0</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>

### C2) Consistent format across pages.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>0-3</th>
<th>3 2 1 0</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Consistent format across pages</td>
<td>3 2 1 0</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Criteria</th>
<th>0-5</th>
<th>5 4 3 2 1 0</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Use of graphics to enhance message of website</td>
<td>5 4 3 2 1 0</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

### C4) Animated Graphics

<table>
<thead>
<tr>
<th>Criteria</th>
<th>0-3</th>
<th>3 2 1 0</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Use of animated graphics, appropriate and add interest to the website</td>
<td>3 2 1 0</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

### D1) Overall impression of quality and effectiveness of the site

<table>
<thead>
<tr>
<th>Criteria</th>
<th>0-2</th>
<th>2 1 0</th>
<th>2</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 How well did you like the site, was it effective in presenting USPS and the unit to the public</td>
<td>2 1 0</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>2 If you were a non-member, would this site have increased your interest in USPS?</td>
<td>2 1 0</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>3 Would you be proud of having this website represent your unit or district:</td>
<td>2 1 0</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>

*Very well done. Color choices on some pages and broken links were the only negative issues found.*

Total Points Scored 90