United States Power Squadrons, 2009 Website Awards Tally Sheet

Revised 5-3-09

Final Score 17

No Award

Squadron/District: Racine Power Squadron

Evaluation Date: 10/10/2009

Required Items

1. Link to USPS.org on Home (opening) page  
   In compliance?: Y

2. Subtitle below squadron name  
   "A unit of United States Power Squadrons ®"  
   Sail and Power Boating  
   In compliance?: Y

3. (squadron) Link to District Website  
   In compliance?: Y

4. (district) Links to squadron websites  
   In compliance?:

5. Link to USPS Privacy statement on home page at bottom  
   In compliance?: Y

6. Link to USPS Trademark reference on home page at bottom  
   In compliance?: Y

7. Link to USPS Disclaimer statement on home page at bottom  
   In compliance?: Y

8. Active e-mail link to Webmaster on home page  
   In compliance?: Y

9. Website must display current information on appropriate pages.  
   In compliance?: N

A1 Identify purpose of the squadron/district/USPS

<table>
<thead>
<tr>
<th>Range</th>
<th>Point Range</th>
<th>Pts Awd</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>0-5</td>
<td>1</td>
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<tr>
<td>2</td>
<td>0-3</td>
<td>1</td>
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</table>

Comments:  

A2) Identification of squadron/district area of activity.

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<tr>
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<tbody>
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<td>2</td>
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</table>

Comments: Map link is broken

A3) Explanation of the benefits of membership

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<tbody>
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<td>2</td>
<td>0-2</td>
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</table>

Comments: Membership link broken

A4) Display of USPS emblems and logos.

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<tbody>
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<tr>
<td>2</td>
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<td>1</td>
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<tr>
<td>3</td>
<td>0-1</td>
<td>1</td>
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<tr>
<td>4</td>
<td>0-1</td>
<td>0</td>
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<tr>
<td>5</td>
<td>0-2</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>0-3</td>
<td>0</td>
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Comments:

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

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<tbody>
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<td>2</td>
<td>0-3</td>
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</table>

Comments:

A6) Presentation of Vessel Safety Check Program

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<tbody>
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<td>0-1</td>
<td>0</td>
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<tr>
<td>4</td>
<td>0-1</td>
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Comments:  

A7) Current Activities/Educational calendars available

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<td>0-2</td>
<td>0</td>
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</tbody>
</table>
2) Members course(s) (zero points if contact missing) 2 1 0 0
3) Events (zero points if contact missing) 2 1 0 0
4) Number of pages with dates over 45 days old. 1 -10

Comments: Only 1 page "shows" out of date -- the calendar page is dated 2006; but there are many pages that are no longer found, and therefore out of date.

A8) Identification of the bridge, committee members & contacts
1) Bridge listed 1 0 1
2) Bridge photo(s) 1 point if more than 2 photos 1 0 0
3) Five (5) of more committee contacts listed 2 1 0 0

Comments: Have to assume that the bridge listed is also not current.

B1) Presentation quality and correctness.
1) Readability and Grammar 3 2 1 0 2
2) Spelling errors, number. 1 point reduction per error

Comments:

B2) Quality of photographs and graphics.
1) Clear - Undistorted 2 1 0 2
2) Good color balance (not dark or over exposed) 2 1 0 2
3) Appropriately sized for application 2 1 0 2

Comments: Very few, but good for what there is.

B3) Active Linkages & Navigation
1) Ease of Navigation 2 1 0 2
2) Links easy to identify 2 1 0 2
3) Links identify the subject 2 1 0 2
4) Broken links, number 10 -10

Maximum deduct -10 points

Comments: Site was obviously originally well thought out, but it appears to now be abandoned.

B4) Resource Linkages
1) USPS Links, 10 or more for 3 points 3 2 1 0 2
2) Non-commercial Links, 10 or more for 3 points 3 2 1 0 0
3) Commercial Links, 10 or more for 3 points 3 2 1 0 0
4) 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.

Comments:

B5) Ability to read the message.
1) Font - size and style 2 1 0 2
2) Font color, good contrast 2 1 0 2
3) Appropriate use of text space 2 1 0 2
4) Appropriate background. one point for no background 2 1 0 2

Comments:

C1) Heading descriptive & appealing
1) Home page, unique header (graphic) 3 2 1 0 0
2) All pages have informative header 2 1 0 0

Comments:

C2) Consistent format across pages.
1) Consistent format across pages 3 2 1 0 1

Comments:

C3) Use of photos and/or graphics
1) Use of graphics to enhance message of website 5 4 3 2 1 0 2

Comments:

C4) Additional Website Features
1) Inclusion of USPS News RSS feed 1 0 0
2) 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

Comments:

D1) Overall impression of quality and effectiveness of the site
<table>
<thead>
<tr>
<th></th>
<th>0-2</th>
<th>Question</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0-2</td>
<td>How well did you like the site, was it effective in presenting USPS and the unit to the public?</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>0-2</td>
<td>If you were a non-member, would this site have increased your interest in USPS?</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>0-2</td>
<td>Would you be proud of having this website represent your unit or district?</td>
<td>2</td>
</tr>
</tbody>
</table>

Comments: Anyone looking at this web site would assume that they either no longer have a webmaster, or perhaps that they no longer exist at all. They'd be better to take the site down altogether than leave it in this state.

Total Points Scored: 17