# United States Power Squadrons, 2006 Website Awards Tally Sheet

**Squadron/District Name**: Grand Rapids  
**Evaluation Date**: 10/31/2006  
**District Affiliation**: 9

### Required Items

<table>
<thead>
<tr>
<th>Required Item</th>
<th>In compliance?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Link to USPS.org on Home (opening) page</td>
<td>n</td>
</tr>
<tr>
<td>Subtitle below squadron name</td>
<td>y</td>
</tr>
<tr>
<td>&quot;a unit of United States Power Squadrons ®&quot; Sail and Power Boating</td>
<td></td>
</tr>
<tr>
<td>(squadron) Link to District Website</td>
<td>y</td>
</tr>
<tr>
<td>(district) Links to squadron websites</td>
<td></td>
</tr>
<tr>
<td>Privacy statement or link on home page at bottom</td>
<td>y</td>
</tr>
<tr>
<td>USPS Trademark reference or link at home page bottom</td>
<td>y</td>
</tr>
<tr>
<td>Disclaimer statement or link on home page at bottom</td>
<td>y</td>
</tr>
<tr>
<td>Active e-mail link to Webmaster on home page</td>
<td>y</td>
</tr>
<tr>
<td>Website must display current information</td>
<td>y</td>
</tr>
</tbody>
</table>

### A1 Identify purpose of the squadron/district/USPS

<table>
<thead>
<tr>
<th>Points</th>
<th>Range</th>
<th>Awd</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>5-4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td>2-1</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

- **Max points** - Site seems to be in process of updating.

### A2) Identification of squadron/district area of activity.

<table>
<thead>
<tr>
<th>Points</th>
<th>Range</th>
<th>Awd</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

- **Comments**: No map found

### A3) Explanation of the benefits of membership

<table>
<thead>
<tr>
<th>Points</th>
<th>Range</th>
<th>Awd</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>3-2</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

- **Comments**: USPS benefit link via USPS home.

### A4) Display of USPS emblems and logos.

<table>
<thead>
<tr>
<th>Points</th>
<th>Range</th>
<th>Awd</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>3</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>4</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>0-2</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

- **Comments**: Graphics good where used.

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

<table>
<thead>
<tr>
<th>Points</th>
<th>Range</th>
<th>Awd</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>3-2</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>4</td>
<td>4-3</td>
<td>4</td>
<td>1</td>
</tr>
</tbody>
</table>

- **Comments**: USPS benefit link via USPS home.
A6) Presentation of Vessel Safety Check Program

1 0-2 Explanation of the program 2 1 0 2
2 1 Correct decal - proportionally sized 1 0 0
3 1 Pre-check list provided 1 0 0
4 1 Contact information 1 0 1

Comments: No check list found.

A7) Contacts for various activities

1 1 Public boating course contact(s) 1 0 1
2 1 Members course(s) contact(s) 1 0 1
3 1 Event(s) contact(s) 1 0 1

Comments: Max in this area.

A8) Current Activities/Educational calendars available

1 2 Public Boating Course (zero points if contact missing) 2 1 0 2
2 2 Members course(s) (zero points if contact missing) 2 1 0 2
3 2 Events (zero points if contact missing) 2 1 0 1
4 0 Number of pages with dates over 30 days old. 0

Deduct 10 points for each page over 30 days old

Comments: Event page vacant.

A9) Identification of the bridge, committee members & contacts

1 1 Bridge listed 1 0 0
2 1 Bridge photo(s) 1 0 0
3 2 Five (5) of more committee contacts listed 2 1 0 0

Comments: Needs to be updated.

B1) Presentation quality and correctness.

1 0-3 Readability and Grammar 3 2 1 0 3
2 1 Spelling errors, number. 1

1 point reduction per error

Comments: First paragraph, home page, (dont)

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: Max here.

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 0 Broken links, number 0

Maximum deduct -10 points 0

Comments: "New" format - nice.

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 3
4 0 Disclaimer statement on Commercial Links page Y or N y

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 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* 2 1 0 1

*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 2

Comments: 

C2) Consistent format across pages.

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

Comments: **Nice design**

C3) Use of photos and/or graphics

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

Comments: **Sidebar menu nice.**

C4) Animated Graphics

1 0-3 Use of animated graphics, appropriate and add interest ot the website 3 2 1 0 2

Comments: **Only one found is to promote "new" website.**

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 2
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 2

Comments: **Very good web site.**

*Total Points Scored 82*