United States Power Squadrons, 2007 Website Awards Tally Sheet

Squadron/District: Nobscot
Evaluation Date: 10/9/2007
District Affiliation: 12

### Required Items

<table>
<thead>
<tr>
<th>Required Items</th>
<th>In compliance?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Link to USPS.org on Home (opening) page</td>
<td>Y</td>
</tr>
<tr>
<td>2. Subtitle below squadron name</td>
<td>Y</td>
</tr>
<tr>
<td>&quot;a unit of United States Power Squadrons ® Sail and Power Boating&quot;</td>
<td></td>
</tr>
<tr>
<td>3. (squadron) Link to District Website</td>
<td>Y</td>
</tr>
<tr>
<td>4. (district) Links to squadron websites</td>
<td></td>
</tr>
<tr>
<td>5. Link to USPS Privacy statement on home page at bottom</td>
<td>Y</td>
</tr>
<tr>
<td>6. Link to USPS Trademark reference on home page at bottom</td>
<td>Y</td>
</tr>
<tr>
<td>7. Link to USPS Disclaimer statement on home page at bottom</td>
<td>Y</td>
</tr>
<tr>
<td>8. Active e-mail link to Webmaster on home page</td>
<td>Y</td>
</tr>
<tr>
<td>9. Website must display current information</td>
<td></td>
</tr>
</tbody>
</table>

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

- **Range of points:** 0-5
- **Description:** Identify purpose of Unit
- **Comments:** Description includes education. Should talk about your other activities such as community service, fun things done by squadron, etc. No info on who USPS is other than link.

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

- **Range of points:** 0-1
- **Description:** Description of location of Unit
- **Comments:** Map shows basic boating course. Would like to see where Nobscot is. (no points off because map of course was included)

#### A3) Explanation of the benefits of membership

- **Range of points:** 0-3
- **Description:** Description of benefits described
- **Comments:** This is always good to include to sell your selves. Gave 1 point because a benefit of free seamanship course.

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

- **Range of points:** 0-1
- **Description:** Ensign
- **Comments:** These logos offer common theme with other USPS sites. Should include on your next version.

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

- **Range of points:** 0-3
- **Description:** Description of the fun we have.
- **Comments:** These items keep your members visting. You should have enough disk space on the server to add.

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

- **Range of points:** 0-3
- **Description:** Explanation of the program
- **Comments:** This is always a good program to advertise. Helps bring in new members while keeping your areaed safer.
A7) Contacts for various activities

<table>
<thead>
<tr>
<th></th>
<th>0-1</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Public boating course contact(s)</td>
<td>1</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Members course(s) contact(s)</td>
<td>1</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Event(s) contact(s)</td>
<td>1</td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>

Comments: Easy to use. Good. Link to Oct 3 meeting goes to Sept. Meeting. Membership meeting command button should point to next meeting (October)
A8) Current Activities/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.

Comments: Nicely organized. Easy to read.

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 0

Comments:

B1) Presentation quality and correctness.

1 0-3 Readability and Grammar 3 2 1 0 3
2 Calc. Spelling errors, number. 1 point reduction per error

Comments: Easy to ready & follow

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: Few photographs - but nicely done.

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. Maximum deduct -10 points

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 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: I would love to see more links of local interests. This area is
almost like the harbor master of your area. Visitors can learn
from local interest links.

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.

Comments:

C1) Heading descriptive & appealing

1 0-3 Home page, unique header (graphic) 3 2 1 0 2
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:

C3) Use of photos and/or graphics

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

Comments: Could use more in this area.

C4) Animated Graphics

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

Comments:
### C5) Additional Website Features

<table>
<thead>
<tr>
<th></th>
<th>0-1</th>
<th>Description</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Inclusion of USPS News RSS feed</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Listing of area of location on the USPS list of websites</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

If scoring a district website item 2 is to be given one point.

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

<table>
<thead>
<tr>
<th></th>
<th>0-2</th>
<th>Description</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</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>
<td></td>
</tr>
<tr>
<td>2</td>
<td>If you were a non-member, would this site have increased your interest in USPS?</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Would you be proud of having this website represent your unit or district?</td>
<td>2</td>
<td></td>
</tr>
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Comments:

I liked the simple layout. The site presents education nicely. I also liked the links & stories on your home page. If you add some of the items in which you have lost points, you will attract more interest from members and visitors.

Total Points Scored: 55