United States Power Squadrons, 2009 Website Awards Tally Sheet
Revised 5-3-09   **Final Score**   **68**

                                                 No Award

Squadron/District   Chicago

Evaluation. Date   10/9/2009

                                 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 on appropriate pages.	y

A1 Identify purpose of the squadron/district/USPS   Point Range   **Pts Awd**

	range		Highest ◄───► Lowest	
1	0-5	Identify purpose of Unit	5 4 3 2 1 0	3
2	0-3	Identify purpose of USPS	3 2 1 0	2
		Comments description tis the squadron ad national together		

A2) Identification of squadron/district area of activity.

1	0-1	Description of location of Unit	1 0	0
2	0-1	Map showing location	1 0	0
		Comments: Must be just serving the city of Chicago .		

A3) Explanation of the benfits of membership

1	0-3	Description of benefits described	3 2 1 0	2
2	0-2	Links to USPS benefits page	2 1 0	2
		Comments: .		

A4) Display of USPS emblems and logos.

1	0-1	Ensign	1 0	0
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
5	0-2	Boating is fun..We'll show you how (must be on top half of home page for 2 points)	2 1 0	0
6	0-3	ABC3 Logo with Link to USPS ABC web page 3 points on home page, 2 points other location, 1 point for text only link.	3 2 1 0	0
		Comments: Only emblem is the Wheel and their burgee as background .		

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

1	0-3	Description of the fun we have.	3 2 1 0	2
2	0-3	Photos showing unit activities	3 2 1 0	3
		Comments: good photos on home page .		

A6) Presentation of Vessel Safety Check Program

1	0-3	Explanation of the program	3 2 1 0	2
2	0-1	Correct decal - proportionally sized	2 1 0	2
3	0-1	Pre-check list provided	1 0	0
4	0-1	Contact information	1 0	1
		Comments: info via link .		

A7) 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	0

3	0-2	Events (zero points if contact missing)		2	1	0		2
4	calc	Number of pages with dates over 45 days old.	0					0
	Comments:	AP course that was schedule to begin had no contact	.					

A8) Identification of the bridge, committee members & contacts

1	0-1	Bridge listed		1	0		1
2	0-1	Bridge photo(s) 1 point if more than 2 photos		1	0		0
3	0-2	Five (5) of more committee contacts listed	2	1	0		0
	Comments:	no committees listed	.				

B1) Presentation quality and correctness.

1	0-3	Readability and Grammer	3	2	1	0	2
2	Calc.	Spelling errors, number.	0				
		1 point reduction per error					
	Comments:	tiied to get too much info on home page could have used some links instead	.				

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:	photos are eye catching makes you want to read the info.	.				

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	2				-2
		Maximum deduct -10 points					
	Comments:	link to District 20 and the Chicago Power squadron located in the opening paragraph not working	.				

B4) Resource Linkages

1	0-3	USPS Links, 10 or more for 3 points	3	2	1	0	2
2	0-3	Non-commercial Links, 10 or more for 3 points	3	2	1	0	2
3	0-3	Commercial Links, 10 or more for 3 points	3	2	1	0	2
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: some good links for area boaters and boaters in general .

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		1
4	0-2	Appropriate background. *one point for no background*	2	1	0		2
		Backgrounds which make reading page difficult zero points.					
	Comments:	*a little too crowded*	.				

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	2
	Comments:	format changes down the page and side to side	.				

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:	uses aniation to help bring attention to certain items on home page	.						

C4) 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		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

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: The animation is cute and attention getting but can be annoying at times because it pops up randomly as you are trying to read .

Total Points Scored   68