United States Power Squadrons, 2009 Website Awards Tally Sheet
Revised 5-3-09   **Final Score   87**

Squadron/District | Columbus Sail and Power Squadron |

Evaluation. Date | 10/2/2009 |

District Affiliation | 29 |

Required Items   In compliance?
(Y/N)

#	Item	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	Y
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**

Highest ←——→ Lowest

#	range	item	Highest					Lowest	Pts Awd
1	0-5	Identify purpose of Unit	5	4	3	2	1	0	5
2	0-3	Identify purpose of USPS			3	2	1	0	3

Comments

A2) Identification of squadron/district area of activity.

#	range	item		Lowest	Pts Awd
1	0-1	Description of location of Unit	1	0	1
2	0-1	Map showing location	1	0	1

Comments: .

A3) Explanation of the benfits of membership

#	range	item			Lowest	Pts Awd
1	0-3	Description of benefits described	3	2	1	0	3
2	0-2	Links to USPS benefits page		2	1	0	0

Comments: If there are any links to the USPS benefits page they are not obvious… I couldn't find any.   .

A4) Display of USPS emblems and logos.

#	range	item			Lowest	Pts Awd
1	0-1	Ensign	1	0	1
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	2
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	2

Comments: .

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

#	range	item			Lowest	Pts Awd
1	0-3	Description of the fun we have.	3	2	1	0	3
2	0-3	Photos showing unit activities	3	2	1	0	3

Comments: .

A6) Presentation of Vessel Safety Check Program

#	range	item			Lowest	Pts Awd
1	0-3	Explanation of the program	3	2	1	0	3
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: .

A7) Current Activities/Educational calendars available

#	range	item		Lowest	Pts Awd
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:		.					

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	**1**
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 Grammer	3	2	1	0	**3**
2	Calc.	Spelling errors, number.					
		1 point reduction per error					
	Comments:		.				

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:		.			

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	**3**
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:		.

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	**2**
		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	**5**
	Comments:		.						

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	2	1	0	**2**

represent your unit or district:

Comments: Great site… well done. I suggest that you update the VSC decal on the Civic Service page to 2009. the same as shown on the VSC page.   .

Total Points Scored   87