United States Power Squadrons, 2009 Website Awards Tally Sheet
Revised 5-3-09   **Final Score**   **52**

                                                         No Award

Squadron/District   Hartford

Evaluation. Date   10/15/2009

                                        District Affiliation   1

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.	n

A1 Identify purpose of the squadron/district/USPS

	range		Point Range 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.

							Pts Awd
1	0-1	Description of location of Unit		1	0		1
2	0-1	Map showing location		1	0		0
	Comments:	Could not find the map				.	

A3) Explanation of the benfits of membership

							Pts Awd
1	0-3	Description of benefits described	3	2	1	0	2
2	0-2	Links to USPS benefits page		2	1	0	0
	Comments:	Could not find description of benefits (there is a short one at the bottom of Boating Course page - but that does not quite meet the intent of this category. No link to a national benefits page.				.	

A4) Display of USPS emblems and logos.

									Pts Awd
1	0-1	Ensign				1	0		1
2	0-1	USPS Wheel				1	0		1
3	0-1	Activity Triangle				1	0		1
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 in another location, 1 point for text only link.)*	3	2	1	0			0
	Comments:	Boatind Ed page promotes "old" Squadron Boating Course - which has been replaced by ABC3						.	

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

							Pts Awd
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	0
	Comments:						.	

A6) Presentation of Vessel Safety Check Program

							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	0
	Comments:	Clic to become a VSE - but no click to GET a VSC				.	

A7) Current Activities/Educational calendars available

							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.	1					-10
Comments:		The Seminar page has Feb-April 2009 dates - all over 45 days old now		.				

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	2
Comments:	No officers pictures		.			

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	0
2	0-2	Good color balance (not dark or over exposed)	2	1	0	0
3	0-2	Appropriately sized for application	2	1	0	0
Comments:	Good site - but no pictures to let people in on the spirit of the organization. Only four links on page		.			

B3) Active Linkages & Navigation
1	0-2	Ease of Navigation	2	1	0	1
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:	Hard to get back to Home page from secondary pages - not easy to find 'home' click		.			

B4) Resource Linkages
1	0-3	USPS Links, 10 or more for 3 points	3	2	1	0	0
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	0
4	Calc.	Disclaimer statement on Commercial Links page Y or N	x				

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:	Disclaimer is missing - but there are no commercial sites as 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*	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	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	1
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:			.						

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	0

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   1
                   represent your unit or district:

Comments: One small thing to fix next time you are maintaining - when you send the user off on a link, and you open a new window for them - make sure that they can "get back" to the original page they were on …. After looking at your site I have about 10 windows open (9 too many!) .

Total Points Scored   52