United States Power Squadrons, 2009 Website Awards Tally Sheet
Revised 5-3-09   **Final Score**   **67**

                                                                No Award

Squadron/District   Utica Sail and Power

Evaluation. Date   9/25/2009

                                              District Affiliation   **6**

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						Pts Awd
1	0-5	Identify purpose of Unit	5	4	3	2	1	0	4
2	0-3	Identify purpose of USPS			3	2	1	0	3
	Comments								

A2) Identification of squadron/district area of activity.

1	0-1	Description of location of Unit	1	0	1
2	0-1	Map showing location	1	0	0
	Comments:		.		

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	0
	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	1
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 points on home page, 2 points other location, 1 point for text only link.	3	3	2	1	0	3
	Comments:		.					

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

1	0-3	Description of the fun we have.	3	2	1	0	1
2	0-3	Photos showing unit activities	3	2	1	0	0
	Comments:		.				

A6) Presentation of Vessel Safety Check Program

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	1
4	0-1	Contact information			1	0	1
	Comments:		.				

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	0

4	calc	Number of pages with dates over 45 days old.						

Comments: no info about latest webpage updates .

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	2

Comments: .

B1) Presentation quality and correctness.

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

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	5				-5

Maximum deduct -10 points

Comments: five broken links on newsletter page, business page is empty .

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	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	N					-7

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	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: .

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: .

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	2

represent your unit or district:

Comments: ██████████████████████████ .

Total Points Scored   67