

## **USPS WebAward Guidelines for 2009 Review of changes from previous year**

As you have been advised, the guidelines for the 2009 Web Awards Program are now available on the USPS ITCOM website at; <http://www.usps.org/national/itcom/webawards/main.html>

This document is being added to outline the changes that were made to this year's guideline that are different from the 2008 guideline. The process for the evaluation will not be changed, with the effective date for inclusion in the evaluation process being an active link, on September 1, 2009, to your website on the USPS list of squadron websites at; <http://www.usps.org/localusps/squadrons.shtml> or district websites at: <http://www.usps.org/localusps/districts.shtml>

If your website is not linked at this time contact me ASAP so we may get the problem resolved.

**The following are restatement of changes that were made for 2008. Many web sites have not adopted them so they are restated here. New items will be so noted along with the item title.**

The required items that must be met before the website is considered for an award, 3 items have been changed to simplify inclusion on the web pages.

1. Item 5, link to the USPS privacy statement at the bottom of home page the page only requires a link. No additional comments are required to meet this requirement. The URL is <http://www.usps.org/national/itcom/privacy.html>
2. Item 6, link to the USPS Trademark statement at the bottom of the home page only requires a link. All textual reference previously on the page pertaining to USPS items may be deleted. If you have special trademark or copyright requirements for your squadron/district purposes that should still be spelled out as has been done previously. The URL is <http://www.usps.org/national/itcom/trademark.html>. By using this method you are assured that the latest trademark statements are available for the visitor. It has been noted over the past few years that some of the statements were in conflict with the national wording. Having both the link and written trademark statement will be allowed this year, but will probably be challenged in the future.
3. Item 7, link to the USPS disclaimer statement at the bottom of the home page only requires a link. No additional comments are required to meet this requirement. The only exception would be on a commercial link page. If this link to the disclaimer statement is not on the commercial links page then a textual message is required. The URL for this link is: <http://www.usps.org/national/itcom/disclaimer.html>

### **Item A2) Identification of squadron/district area of activity**

This should be an easy item for some points. A short description of where your unit (squadron or district) has presence. Is it a series of counties, a particular lake, a town or city or a geographically definable area. Use your imagination on how to show this on a map. Some websites have used a Google map (give them credit), or some other graphical means of showing where you are active. Many websites have a single point of activity such as a boathouse or clubhouse. Mark that on the map. Or if all else fails link to the maps on the USPS website at [http://www.usps.org/d\\_stuff/dist.html](http://www.usps.org/d_stuff/dist.html)

### **Item A4) Display of USPS emblems and logos**

In 2008 a new logo was added per a request from the Chief Commander. The logo is "**Boating is Fun..We'll Show You How**" If this logo is located in the top half of the home page it will be worth two points in this years award program. Any other location within the web site it will be worth one point.

**New for 2009** is a link to the ABC 3<sup>rd</sup> edition educational course.

The URL is <http://www.americasboatingcourse.com/>

Graphics are available at <http://www.usps.org/national/itcom/webawards/current/weblogos/>

If the logo and a link to the web page are on the home page of your web site, that will be worth three points. If the logo and link are else where in the web site, that will be worth two points. If just a link to the page is provided, that will be worth one point. The points are not cumulative.

#### **Item A7) Contacts for various activities.**

**New for 2009** This item has been eliminated. Contact information for various events and class schedules are now included in the item (previously designated as A8), now designated as A7) "Current Activities/Educational calendars available".

#### **Item C4) Use of animated graphics**

This item has been eliminated. This item has been a point of contention for several years. Those who enjoyed using animated graphics did so, while those who felt they were unnecessary did not use them. As this item did little to improve web sites it has been eliminated.

**Item C5) Additional Website Features now listed as C4)** Only change has been to the item number. The following is a restatement from last year.

This item has two parts;

1. The first is the inclusion of the RSS feed of USPS-News. This feature was announced to all ITContacts of record on March 7, 2007. The following is the repeat of the message along with the coding requirements.

***Webmasters, at the recent USPS Annual meeting a new feature for websites was discussed. This is the ability to add coding to your website to provide for the latest news from USPS. I put it on my website for Grand Lake Sail & Power Squadron. You might visit that site to see how this feature looks. Following this message is the HTML that can be inserted into a page to display the USPS-News digest. Let me know if you add it to your website.***

***Bill Miller  
Web Site Coordinator, USPS***

```
<script type="text/javascript"
src="http://app.feedException.com/digest3/D9ZVSQFAEB.js">
</script>
<A
href="http://app.feedException.com/digest3/D9ZVSQFAEB.html">Click
for &quot;USPS News&quot;. By Feed Digest
</script>
</script>
```

If you have added this feature to your website it is worth a point in the scoring.

2. The second item is the Listing of area of location on the USPS list of websites. If you will go to <http://www.usps.org/localusps/squadrons.shtml> there is a list of squadrons, with links to active websites. In addition to the right of the list of squadron names is a column titled "Location". This location description is provided to allow a visitor to determine if there is a squadron near their home. The description defaults with the state of record for the squadron. To put something more descriptive requires updating of the squadron maintenance record at [www.usps.org/national/tools](http://www.usps.org/national/tools) having this location description is worth another point. All district websites have already met this requirement so will automatically receive a point in the scoring.

So now is the time to review the guidelines

<http://www.usps.org/national/itcom/webawards/main.html>

and the basic requirements for all USPS websites  
<http://www.usps.org/national/itcom/shared/policy/weball.html>

If you have any questions or need some assistance in getting ready for this years evaluations please contact me.

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