

**United States Power Squadrons, 2008 Website Awards Tally Sheet**  
Revised 7-29-08

**Final Score 93**

**Excellence Award**

Squadron/District **3720 New London**

Evaluation. Date **9/13/2008**

District Affiliation **1**

**Required Items**

In compliance?  
(Y/N)

- |   |   |          |
|---|---|----------|
| 1 | Link to USPS.org on Home (opening) page                               | <b>y</b> |
|   | Subtitle below squadron name  |          |
| 2 | "A unit of United States Power Squadrons ®"<br>Sail and Power Boating | <b>y</b> |
| 3 | (squadron) Link to District Website                                   | <b>y</b> |
| 4 | (district) Links to squadron websites                                 | <b>x</b> |
| 5 | Link to USPS Privacy statement on home page at bottom                 | <b>y</b> |
| 6 | Link to USPS Trademark reference on home page at bottom               | <b>y</b> |
| 7 | Link to USPS Disclaimer statement on home page at bottom              | <b>y</b> |
| 8 | Active e-mail link to Webmaster on home page                          | <b>y</b> |
| 9 | Website must display current information on appropriate pages.        | <b>y</b> |

**A1 Identify purpose of the squadron/district/USPS**

		point range						Pts
		Highest ← → Lowest						Awd
range		5	4	3	2	1	0	
1	0-5 Identify purpose of Unit							<b>5</b>
2	0-3 Identify purpose of USPS							<b>3</b>
Comments: <span style="background-color: #e0ffe0; display: inline-block; width: 300px; height: 1em;"></span>								

**A2) Identification of squadron/district area of activity.**

1	0-1 Description of location of Unit							<b>1</b>
2	0-1 Map showing location							<b>1</b>
Comments: <span style="background-color: #e0ffe0; display: inline-block; width: 300px; height: 1em;"></span>								

**A3) Explanation of the benefits of membership**

1	0-3 Description of benefits described							<b>3</b>
2	0-2 Links to USPS benefits page							<b>2</b>
Comments: <span style="background-color: #e0ffe0; display: inline-block; width: 300px; height: 1em;"></span>								

**A4) Display of USPS emblems and logos.**

1	0-1 Ensign							<b>1</b>
2	0-1 USPS Wheel							<b>1</b>
3	0-1 Activity Triangle							<b>1</b>
4	0-1 America's Boating Club (logo)							<b>1</b>
5	0-2 Boating is fun..We'll show you how (must be on top half of home page)							<b>2</b>
Comments: <span style="background-color: #e0ffe0; display: inline-block; width: 300px; height: 1em;"></span>								

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

1	0-3 Description of the fun we have.							<b>3</b>
2	0-3 Photos showing unit activities							<b>3</b>
Comments: <span style="background-color: #e0ffe0; display: inline-block; width: 300px; height: 1em;"></span>								

**A6) Presentation of Vessel Safety Check Program**

1	0-3 Explanation of the program							<b>3</b>
2	0-1 Correct decal - proportionally sized							<b>2</b>
3	0-1 Pre-check list provided							<b>1</b>
4	0-1 Contact information							<b>1</b>
Comments: <span style="background-color: #e0ffe0; display: inline-block; width: 300px; height: 1em;"></span>								

**A7) Contacts for various activities**

1	0-1 Public boating course contact(s)							<b>1</b>
2	0-1 Members course(s) contact(s)							<b>1</b>
3	0-1 Event(s) contact(s)							<b>1</b>
Comments: <span style="background-color: #e0ffe0; display: inline-block; width: 300px; height: 1em;"></span>								

**A8) 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	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.				0
Comments:						

**A9) 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) or 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
Comments:		1 point reduction per error					

**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				
Comments:		Maximum deduct -10 points				

**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	0
4	Calc.	Disclaimer statement on Commercial Links page Y or N					y
Comments:		For the above point determination; 10 or more links 3 points, 5 to 9 links 2 points, 1 to 4 links 1 point. <i>If disclaimer statement is missing zero points for this section.</i>					

**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. <i>one point for no background</i> <i>Backgrounds which make reading page difficult zero points.</i>	2	1	0	1
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	5
Comments:									

**C4) Additional Website Features**

1	0-1	Inclusion of USPS News RSS feed	1	0		1
2	0-1	Listing of area of location on the USPS list of websites go to <a href="http://www.usps.org/localusps/squadrons.shtml">http://www.usps.org/localusps/squadrons.shtml</a> <i>If scoring a district website item 2 is to be given one point</i>	1	0		1
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: outstanding site;best I've seen in 8-10 years of evaluating USPS web sites

Total Points Scored 93