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

Final Score   **66**

No Award

Squadron/District	Perdido Bay
Evaluation. Date	9/10/2008

District Affiliation   **15**

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   Highest ←→ Lowest   **Pts Awd**

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

A2) Identification of squadron/district area of activity.

	range				Lowest	Pts Awd
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

	range						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	2
	Comments:							.

A4) Display of USPS emblems and logos.

	range				Lowest	Pts Awd
1	0-1	Ensign		1	0	1
2	0-1	USPS Wheel		1	0	0
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)	2	1	0	0
	Comments:					.

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

	range					Lowest	Pts Awd
1	0-3	Description of the fun we have.		3	2	1	0	0
2	0-3	Photos showing unit activities		3	2	1	0	2
	Comments:	Need some captions with your photos to tell their story of the fun you are having					.

A6) Presentation of Vessel Safety Check Program

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

A7) Contacts for various activities

	range				Lowest	Pts Awd
1	0-1	Public boating course contact(s)		1	0	1
2	0-1	Members course(s) contact(s)		1	0	1
3	0-1	Event(s) contact(s)		1	0	0
	Comments:	Only in your newsletter				.

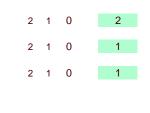## A8) Current Activities/Educational calendars available

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	1
3	0-2	Events (zero points if contact missing)		2	1	0	0
4	calc	Number of pages with dates over 45 days old.	0				0

Comments: Only in your newsletter .

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	1
3	0-2	Five (5) or more committee contacts listed	2	1	0	0

Comments: Liked your porthole pictures .

B1) Presentation quality and correctness.

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

1 point reduction per error

Comments: Not too much to read, color a little hard on the eyes .

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	1

Comments: .

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	0				0

Maximum deduct -10 points

Comments: .

B4) Resource Linkages

1	0-3	USPS Links, 10 or more for 3 points	3	2	1	0	3
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	1
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	1
2	0-2	Font color, good contrast		2	1	0	1
3	0-2	Appropriate use of text space		2	1	0	1
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	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	3

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	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	1
3	0-2	Would you be proud of having this website represent your unit or district:		2	1	0	1

Comments: There is no "the" in a unit of United States Power Squadrons. You have great newsletters and they add information to your site. However, newsletters have a separate Distinction in Journalism Award and no credit is given for newsletter content on the websites per ITCom .

Total Points Scored   66