

Website Award

Squadron/District **6270 Wilmington**

Evaluation Date **9/10/2008**

District Affiliation **5**

Required Items

In compliance?  
(Y/N)

- |   |   |          |
|---|---|----------|
| 1 | Link to USPS.org on Home (opening) page   | <b>Y</b> |
| 2 | Subtitle below squadron name<br>"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   |          |
| 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**

| range                |                          | point range        | Pts Awd  |
|----------------------|--------------------------|--------------------|----------|
|                      |                          | Highest ← → Lowest |          |
| 1 0-5                | Identify purpose of Unit | 5 4 3 2 1 0        | <b>4</b> |
| 2 0-3                | Identify purpose of USPS | 3 2 1 0            | <b>3</b> |
| Comments: [redacted] |                          |                    |          |

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

|                      |                                 |     |          |
|----------------------|---------------------------------|-----|----------|
| 1 0-1                | Description of location of Unit | 1 0 | <b>1</b> |
| 2 0-1                | Map showing location            | 1 0 | <b>0</b> |
| Comments: [redacted] |                                 |     |          |

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

|                      |                                   |         |          |
|----------------------|-----------------------------------|---------|----------|
| 1 0-3                | Description of benefits described | 3 2 1 0 | <b>2</b> |
| 2 0-2                | Links to USPS benefits page       | 2 1 0   | <b>0</b> |
| Comments: [redacted] |                                   |         |          |

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

|                      |   |       |          |
|----------------------|---|-------|----------|
| 1 0-1                | Ensign  | 1 0   | <b>1</b> |
| 2 0-1                | USPS Wheel  | 1 0   | <b>1</b> |
| 3 0-1                | Activity Triangle   | 1 0   | <b>1</b> |
| 4 0-1                | America's Boating Club (logo)   | 1 0   | <b>1</b> |
| 5 0-2                | Boating is fun..We'll show you how (must be on top half of home page) | 2 1 0 | <b>2</b> |
| Comments: [redacted] |   |       |          |

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

|                      |                                 |         |          |
|----------------------|---------------------------------|---------|----------|
| 1 0-3                | Description of the fun we have. | 3 2 1 0 | <b>3</b> |
| 2 0-3                | Photos showing unit activities  | 3 2 1 0 | <b>3</b> |
| Comments: [redacted] |                                 |         |          |

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

|                      |                                      |         |          |
|----------------------|--------------------------------------|---------|----------|
| 1 0-3                | Explanation of the program           | 3 2 1 0 | <b>3</b> |
| 2 0-1                | Correct decal - proportionally sized | 2 1 0   | <b>2</b> |
| 3 0-1                | Pre-check list provided              | 1 0     | <b>1</b> |
| 4 0-1                | Contact information                  | 1 0     | <b>1</b> |
| Comments: [redacted] |                                      |         |          |

**A7) Contacts for various activities**

|                      |                                  |     |          |
|----------------------|----------------------------------|-----|----------|
| 1 0-1                | Public boating course contact(s) | 1 0 | <b>1</b> |
| 2 0-1                | Members course(s) contact(s)     | 1 0 | <b>1</b> |
| 3 0-1                | Event(s) contact(s)              | 1 0 | <b>1</b> |
| Comments: [redacted] |                                  |     |          |

**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 | 1 |
| 4         | calc | Number of pages with dates over 45 days old.   |   |   |   |   |
|           |      | Contact link for Boating Course does not work. Dates for educational classes are hard to find. |   |   |   |   |
| 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) of more committee contacts listed    | 2 | 1 | 0 | 0 |
| Comments: |     |   |   |   |   |   |

**B1) Presentation quality and correctness.**

|           |       |                             |   |   |   |   |   |
|-----------|-------|-----------------------------|---|---|---|---|---|
| 1         | 0-3   | Readability and Grammar     | 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 | 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 | 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   |   |   |   | 4 |
|           |       | Maximum deduct -10 points  |   |   |   |   |
|           |       | 1-Animated Knots, 2-Kingsway Power Squadron, 3-D/5 link needs to be updated, 4-Deleware Dept of Natural Resources. |   |   |   |   |
| Comments: |       |  |   |   |   |   |

**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 | 3 |
| 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 | 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 | 1 |
| 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 | 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 <a href="http://www.usps.org/localusps/squadrons.shtml">http://www.usps.org/localusps/squadrons.shtml</a> |   |   |  |  |   |

If scoring a district website item 2 is to be given one point

Comments [REDACTED]

**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 | 1 |
| 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 | 1 |

Comments: [REDACTED]

Total Points Scored 79